



SELLING IN WA

UNDERSTANDING THE SELLING AGENCY AGREEMENT

When you list your home, you sign a legally binding Selling Agency Agreement outlining the agent's authority, commission, costs, and termination terms. Read carefully and ask questions.

You'll also need to provide:

- Seller Disclosure Statement (legal property issues)
- 100 points of ID (identity verification)
- Signed Property Information Sheet (council rates, zoning, etc.)
- Marketing Package approval (photos, video, floorplans)

PREPARING YOUR HOME

Presentation matters to attract buyers and get the best price:

- Declutter and remove personal items
- Deep clean inside and out
- Fix minor repairs (taps, doors, tiles)
- Consider styling or staging
- Ensure great kerb appeal from front to back

THE POWER OF PHOTOGRAPHY & VIDEO

Professional photos create strong online appeal. Our in-house videographer produces cinematic videos that capture your home's atmosphere, perfect for social media and listings. Video helps buyers connect emotionally and drives more interest and offers.

Selling Land? Focus on:

- Zoning and development opportunities
- Nearby amenities and infrastructure
- Lifestyle or investment benefits
- Subdivision possibilities
- We use drone footage, boundary maps, and concept plans to showcase the vision.

AFTER YOUR PROPERTY IS LISTED

We promote through targeted marketing, open homes, and private viewings. Keep your home presentable and we'll keep you updated regularly on interest, feedback, and any enquiries so you're never left wondering how things are progressing.

PRESENTING OFFERS & NEGOTIATIONS

When offers come in, we'll present each one clearly and promptly, explaining the terms, conditions, and any buyer requests in straightforward language. You'll have all the key details — price, deposit, finance clauses, and settlement periods — to compare offers fairly. We use our market knowledge to negotiate the best outcome, managing discussions around price, conditions, or settlement terms. Throughout the process, we offer honest advice and talk through your options so you can make confident, informed decisions.

FROM ACCEPTANCE TO SETTLEMENT

After you accept an offer, we coordinate with buyers, solicitors, and lenders to manage the settlement process. We keep you updated on key milestones and ensure all legal and contractual steps are completed smoothly, right through to handing over the keys.

