



SET TO SELL GUIDE

CENTURY 21.
Novocastrian

CONTENTS

INTRODUCTION

**UNDERSTANDING THE
SELLING PROCESS**

WHO IS YOUR BUYER?

PRICING

**CHOOSING THE RIGHT SALES
METHOD**

**PREPARING YOUR HOME FOR
SALE**

COMPLIANCE

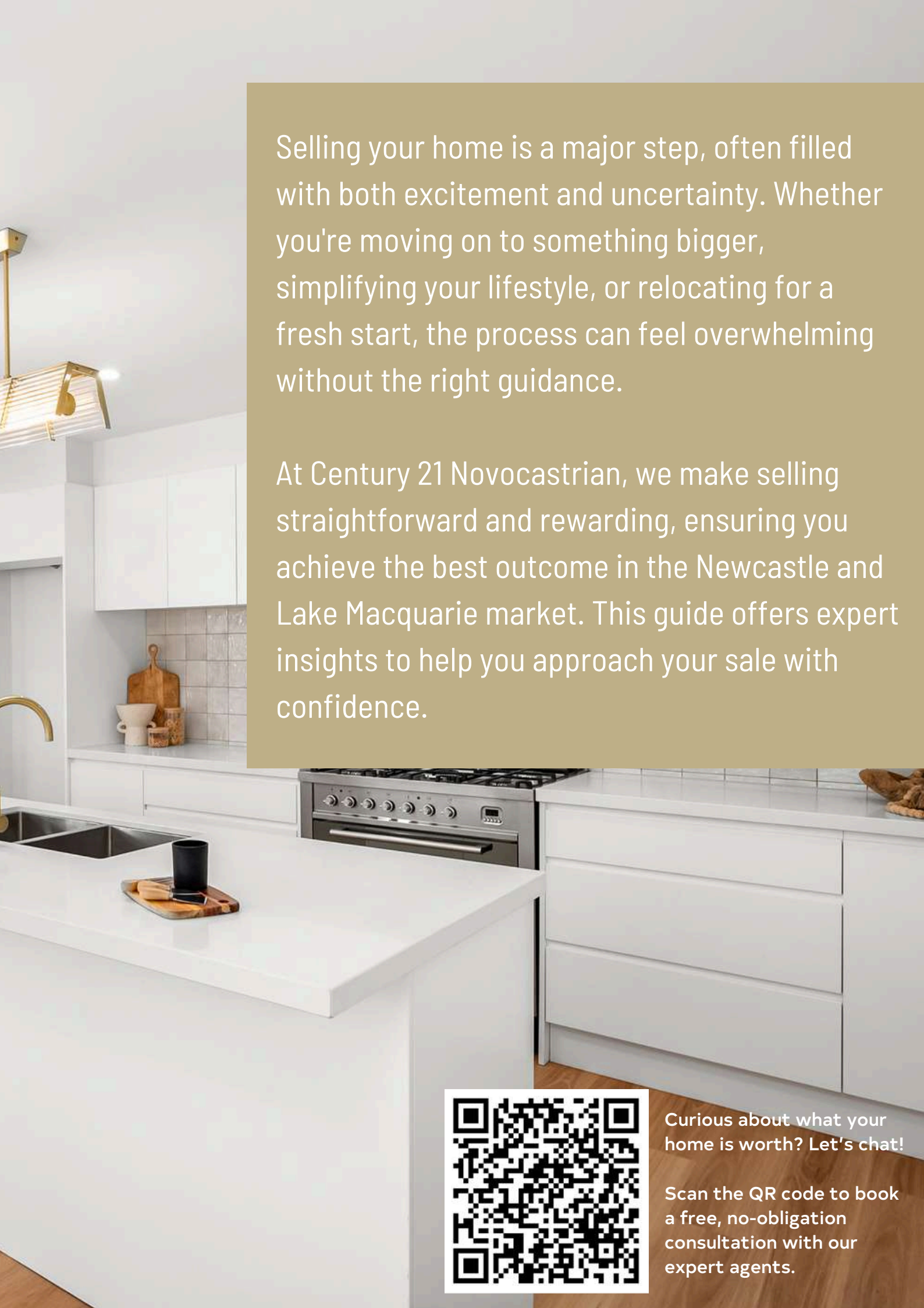
MARKETING YOUR PROPERTY

OPEN HOMES

SELLING WITH TENANTS

NEXT STEPS



A modern kitchen with white cabinetry, a white countertop, and a stainless steel sink. A gold-colored faucet and a gold-colored range hood are visible. A wooden cutting board and a white bowl are on the counter. A stainless steel oven is built into the cabinetry. A QR code is located in the bottom right corner of the image.

Selling your home is a major step, often filled with both excitement and uncertainty. Whether you're moving on to something bigger, simplifying your lifestyle, or relocating for a fresh start, the process can feel overwhelming without the right guidance.

At Century 21 Novocastrian, we make selling straightforward and rewarding, ensuring you achieve the best outcome in the Newcastle and Lake Macquarie market. This guide offers expert insights to help you approach your sale with confidence.



Curious about what your home is worth? Let's chat!

Scan the QR code to book a free, no-obligation consultation with our expert agents.

UNDERSTANDING THE SELLING PROCESS



Selling a home involves several important steps that require careful planning and execution. Here's what you need to know to make informed decisions and maximise your property's value.

UNDERSTANDING THE MARKET

- **Research Market Trends** – Before listing your home, take time to analyse recent sales data in your local area. Look at comparable properties, auction clearance rates, and price trends to get an understanding of how the market is performing.
- **Property Valuation** – An accurate valuation is key to setting the right asking price. Engage a real estate agent or professional valuer to assess your property's worth based on location, size, features, and recent sales of similar homes. A well-informed valuation can ensure you attract the right buyers while avoiding overpricing or underpricing your property.

KEY STEPS TO SELLING YOUR HOME

Choose the Best Sales Method

There are several ways to sell a property:

- **Auction** – Encourages competitive bidding and can lead to a faster sale.
- **Private Treaty** – Allows for negotiation and flexibility in pricing.
- **Expressions of Interest** – Gives buyers an opportunity to submit offers within a set timeframe.

2. Prepare Your Home for Sale

First impressions matter. Ensure your property is presented in the best possible light:

- **Declutter and deep clean** – Create a spacious and inviting environment.
- **Complete necessary repairs** – Fix any minor issues that could deter buyers.
- **Consider professional styling** – Home staging can highlight your property's best features.
- **Enhance curb appeal** – Fresh paint, tidy gardens, and modern lighting can make a big difference.

3. Launch a Strong Marketing Campaign

To reach the right buyers, your marketing strategy should include:

- **High-quality photography** – Showcases your home's best angles.
- **Online listings** – Ensure your property appears on key real estate platforms.
- **Social media advertising** – Expands reach and engagement.
- **Printed brochures and signage** – Reinforces visibility in the local market.
- **Local newspaper ads** – Targets serious buyers in your area.

4. Conduct Open Homes and Private Inspections

- Schedule viewings at convenient times to accommodate buyers.
- Ensure the home is clean, well-lit, and inviting.
- Your agent will manage inspections, handle enquiries, and gather buyer feedback.

5. Negotiate Offers

Once offers are received, consider:

- **Price** – Ensure it aligns with market expectations.
- **Buyer conditions** – Settlement periods, finance approvals, and any contingencies.
- **Counteroffers** – Your agent will help negotiate the best terms for you.

6. Exchange Contracts and Settlement

- Once an offer is accepted, contracts are signed, and a deposit is paid.
- The standard settlement period is six weeks but may be negotiated.
- During this time, legal checks, inspections, and paperwork are finalised.
- Ownership is officially transferred upon settlement.

WHO IS YOUR BUYER?



Understanding who your potential buyers are can significantly impact how you market your home and negotiate offers. Different buyers have different motivations, preferences, and financial capabilities. Identifying the most likely buyer demographics for your property will help you tailor your strategy for a faster and more profitable sale.

FIRST-TIME HOMEBUYERS

First-time buyers often look for affordability, practicality, and move-in-ready homes. They are usually reliant on financing and may be eligible for government grants or first-homebuyer programs. They value:

- **Competitive pricing:** Many first-time buyers have tight budgets and need homes that align with their financial constraints.
- **Low maintenance properties:** Homes that require little to no immediate repairs or renovations are attractive to this group.
- **Good locations:** Proximity to work, schools, and public transport is a key factor in their decision-making process.

GROWING FAMILIES

Families looking to upgrade need more space, safety, and proximity to good schools. They often seek:

- **Larger homes:** Properties with multiple bedrooms, spacious living areas, and outdoor spaces are ideal for growing families.
- **Safe neighbourhoods:** Low-crime areas with parks and family-friendly amenities are top priorities.
- **School districts:** Buyers with children often prioritise homes within reputable school zones.

INVESTORS

Investors purchase properties primarily for rental income or resale profits. They focus on:

- **Rental yield potential:** Locations with strong demand for rental properties and low vacancy rates with a steady influx of tenants
- **Long-term appreciation:** Properties in growing suburbs or urban renewal areas.

DOWNSIZERS AND EMPTY NESTERS

This group consists of older homeowners looking to transition from a large family home to a more manageable property. Their preferences include:

- **Low-maintenance homes:** Apartments, townhouses, or single-story properties with minimal upkeep requirements.
- **Accessibility features:** Properties with fewer stairs, wider doorways, and accessible bathrooms appeal to this demographic.
- **Proximity to amenities:** Being close to healthcare facilities, shopping centers, and social activities is essential.

PRICING

Setting the right price is essential for a smooth, profitable sale. A well-researched strategy can:

- Attract serious buyers
- Create competition
- Lead to stronger offers
- Reduce time on the market

While aiming for top dollar is natural, overpricing can backfire. Properties that sit too long may lose momentum, leading to:

- Fewer enquiries and inspections
- Lower offers
- A longer selling period
- Higher holding costs (mortgage, rates, maintenance)

Fresh listings attract buyers—if your home lingers, it may be overlooked or attract lowball offers.

THE RISKS OF OVERPRICING

Market value isn't just what you hope to get—it's what buyers are willing to pay based on real market conditions. Conducting a Competitive Market Analysis (CMA) with your real estate agent will provide a data-driven price range based on:

- **Recent comparable sales** – What similar homes have sold for in your area
- **Current market conditions** – Whether it's a buyer's or seller's market
- **Property condition** – How your home compares to others in quality and presentation
- **Unique features & upgrades** – Renovations, landscaping, and premium inclusions
- **Location factors** – Suburb demand, school zones, transport, and amenities

UNDERSTANDING MARKET VALUE

A strategic pricing approach can generate more interest and competition. Sellers may choose to:

- **Price slightly below market value** – Attract multiple offers and create competition
- **Set a firm, competitive price** – Appeal directly to serious, ready-to-act buyers
- **Monitor market response closely** – Adjust based on buyer interest and feedback

CREATING A COMPETITIVE PRICING STRATEGY

Once your home is listed, tracking buyer interest is essential. Key signs your price may need adjusting:

- Few enquiries or inspections
- No offers after multiple open homes
- Buyers showing interest but hesitating to commit
- Competing properties selling faster in your area

By pricing your home correctly from the start, you increase your chances of:

- Attracting the right buyers quickly
- Avoiding prolonged time on the market
- Achieving the best possible sale price



CHOOSING THE RIGHT SALES METHOD

AUCTION

Selling a home involves several crucial steps that require careful planning and execution. Understanding each phase of the process will help you make informed decisions and maximise your property's value.

- **Competitive Bidding:** Encourages multiple buyers to bid against each other, potentially driving up the sale price.
- **Defined Timeline:** Auctions have a set date, allowing sellers to plan their next move with certainty.
- **No Cooling-Off Period:** Once the highest bid is accepted and the hammer falls, the sale is legally binding, minimising the risk of the buyer withdrawing.
- **Transparency:** Buyers can see what others are offering, creating a fair and open competitive environment.

Choosing to sell by auction should be done with the guidance of a real estate agent who can assess whether your property and market conditions align with this sales method.

PRIVATE TREATY

A private treaty sale is the most common method of selling property in Australia. This approach provides sellers with greater control over the sales process, allowing negotiations to take place privately between the seller and prospective buyers. The seller sets an asking price, and buyers make offers, which can then be negotiated until an agreement is reached.

- **Price Negotiation:** Allows sellers to negotiate with multiple buyers to secure the best possible price.
- **Flexible Timeline:** Unlike auctions, private treaty sales do not have a fixed sale date, providing sellers with time to assess and respond to offers.
- **Cooling-Off Period:** Buyers typically have a five-day cooling-off period, allowing them time to reconsider after signing the contract.
- **Lower Pressure:** Many buyers feel more comfortable making offers through private treaty rather than engaging in competitive bidding at an auction.



PREVIEW

A preview sale allows sellers to introduce their property to the market without an official listing price, giving potential buyers the opportunity to express interest before determining a final price. This strategy is particularly effective in gauging market demand and identifying serious buyers early in the process.

- **Generates Buyer Interest:** Creates anticipation and competition before setting a price.
- **Flexibility in Pricing:** Allows sellers to adjust pricing based on early market feedback.
- **Less Pressure:** Buyers feel less urgency, leading to more considered offers.

PREPARING YOUR HOME FOR SALE

No matter what you read or whom you speak to, it's clear that presentation is key when selling your home. First impressions matter, and a well-presented home can significantly impact buyer interest and the final sale price.

We regularly find that if a property is presented as appealing as possible, it has the ability to do three things:

- Reduce your selling time – Getting you sold faster.
- Increase your sale price by between 5-10%.
- Attract more buyers and increase competition.

Presentation is about more than just aesthetics; it's about creating an atmosphere where potential buyers can picture themselves living comfortably. You're not just selling a property—you're selling a lifestyle.

WHERE TO START:

Exterior and First Impressions

The exterior of your home is the first thing buyers see. A well-maintained exterior signals to buyers that the home has been cared for.

- High-pressure clean the house, windows, pathways, and eaves.
- Re-seal any concrete, like driveways or garden edges.
- Tidy all gardens and top up mulch. If possible, work on lawns and gardens for up to three months before selling.
- Ensure the front entrance is welcoming by painting the front door, updating house numbers, and adding a new doormat or potted plants.

Interior Refresh:

The goal is to make the interior feel spacious, bright, and inviting.

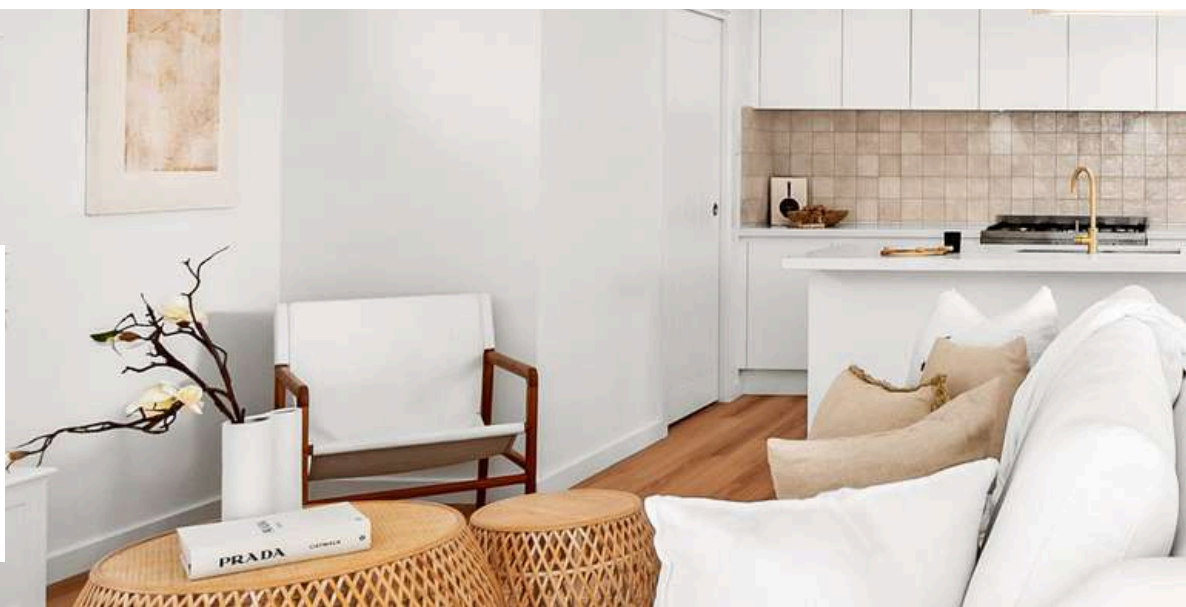
- Consider painting internal walls and timber if necessary—neutral colours work best.
- Replace carpets if necessary or, at a minimum, have them professionally cleaned.
- Declutter and depersonalise—remove personal photos, excess furniture, and any items that make spaces feel smaller.
- Clean every surface, including windows, skirting boards, and light fixtures.
- Ensure all minor repairs are taken care of, such as fixing dripping taps, squeaky doors, and cracked tiles.

Staging and Styling

A professionally styled home often sells faster and at a higher price.

- Engage a property stylist for furniture hire or styling advice.
- Arrange furniture to maximise space and create a natural flow.
- Add fresh flowers, neutral decor, and stylish accessories to enhance appeal.
- Ensure all lighting is bright and welcoming; open curtains and blinds to maximise natural light.

TO VIEW OUR FULL
CLEANING CHECKLIST
SCAN THE QR CODE



COMPLIANCE



Selling a property in Newcastle, Lake Macquarie and the Hunter comes with several legal and compliance obligations that vendors must fulfil to ensure a smooth transaction. Understanding these requirements can help you avoid delays and potential legal complications.

CONTRACT OF SALE

Before you can list your property for sale, NSW law requires you to have a contract of sale prepared by a licensed conveyancer or solicitor. This contract must include:

- A copy of the property's title documents
- A zoning certificate (Section 10.7) from the local council
- A drainage diagram
- Any other relevant disclosures (e.g., easements, covenants, special conditions)

Failure to have a compliant contract in place before marketing your property can result in fines or a failed sale.

POOL COMPLIANCE CERTIFICATE

If your property has a swimming pool or spa, you must provide one of the following:

- A valid pool compliance certificate
- A certificate of non-compliance (the buyer must rectify issues within 90 days of settlement)

Properties without compliance certificates may face legal risks and reduced buyer interest.

DISCLOSURE & COOLING-OFF PERIOD

Sellers must disclose material facts about the property, including structural defects or zoning issues.

Buyers in a private treaty sale have a 5-day cooling-off period, during which they can withdraw with minimal penalty. Properties sold at auction are not subject to this cooling-off period.

SETTLEMENT & TRANSFER OF OWNERSHIP

The settlement period is typically six weeks, during which your legal representative ensures all documents are processed correctly, outstanding rates are paid, and the property is officially transferred to the new owner.

Meeting these legal requirements ensures a hassle-free sale and protects both you and the buyer from potential disputes. Always consult a qualified conveyancer or solicitor to navigate these obligations effectively.

MARKETING YOUR PROPERTY

EFFECTIVE MARKETING STRATEGIES

Marketing plays a crucial role in attracting potential buyers and maximising the sale price of your property. A well-planned marketing campaign ensures that your home reaches the right audience and generates interest among serious buyers.

DIGITAL MARKETING STRATEGIES

With most buyers starting their property search online, digital marketing is one of the most powerful tools in promoting your property. Here are some key digital marketing strategies:

Online Listings: Your property should be featured on major real estate platforms such as Domain and Realestate.com.au. These industry leading platforms allow buyers to browse photos, read descriptions, and compare listings.

Targeted Online Advertising: Paid digital ads on social media platforms can ensure your listing reaches the right audience. Targeting demographics such as location, age, and buyer interests can significantly enhance the visibility of your property.

Social Media Promotion: Leveraging social media channels like Facebook, Instagram can attract more potential buyers. High-quality images, virtual tours, and engaging posts can create buzz and encourage shares.

Email Campaigns: Real estate agents maintain databases of potential buyers who may be interested in your property. Sending out personalised email alerts and newsletters can keep your listing top of mind.

OPEN HOMES AND PRIVATE INSPECTIONS

Holding open homes is an essential part of marketing your property. Ensuring your home is well-presented, well-lit, and free of clutter will create a welcoming atmosphere for potential buyers. Private inspections can also be arranged for serious buyers who may require a more personalised viewing experience.

TRADITIONAL MARKETING STRATEGIES

While digital marketing is essential, traditional marketing methods continue to be effective in reaching a broader audience.

Professional Signage and Flyers: A well-placed, eye-catching signboard outside your property can attract passersby. Distributing high-quality brochures at inspections and throughout neighbouring properties can also generate interest.

PHOTOGRAPHY AND VIDEOGRAPHY

A picture is worth a thousand words, and high-quality images can make a significant difference in attracting buyers. Consider investing in:

Professional Photography: Capturing well-lit, high-resolution images that highlight the best features of your home.

Floor Plans: Providing detailed floor plans offers the buyer a clear understanding of the property's layout and dimensions.

Video Walkthroughs: Offering professionally produced videos allows buyers to explore your property from the comfort of their homes.

Drone Footage: If your property has unique features like a large backyard, waterfront views, or scenic surroundings, drone photography can showcase these aspects effectively.

WANT TO TALK TO A REAL
PERSON? GOT QUESTIONS ON
SELLING OR BUYING?

SCAN TO BOOK A CHAT WITH
ONE OF OUR FRIENDLY AND
APPROACHABLE SALES TEAM



OPEN HOMES



An open home is your opportunity to showcase your property in its best light and attract potential buyers. Proper preparation and presentation can significantly impact buyer interest and the final sale price.

PREPARING FOR OPEN HOMES

To maximise appeal, follow these steps before each inspection:

- **Declutter and Clean Thoroughly:** Remove excess furniture, personal items, and anything that makes the space feel crowded. A deep clean of the entire home, including carpets, windows, and surfaces, is essential.
- **Enhance Curb Appeal:** The first thing buyers see is the exterior. Mow the lawn, trim hedges, and add some fresh plants or flowers to create a welcoming entrance.
- **Let in Natural Light:** Open curtains and blinds to allow as much natural light as possible. Well-lit homes feel more inviting and spacious.

WHAT TO DO DURING AN OPEN HOME

- **Leave the Property (If Possible):** Buyers often feel more comfortable exploring and asking questions when the owner isn't present.
- **Ensure Pets Are Secured or Off-Site:** Pets can be a distraction and may cause allergies or fear in some visitors.
- **Provide Easy Access to All Areas:** Keep doors open and lights on to encourage buyers to explore the entire home.
- **Secure Valuables:** While most visitors are genuine buyers, it's always best to lock away personal valuables, documents, and sentimental items.

7 REMINDERS BEFORE YOUR OPEN HOME:

- ✓ Declutter and clean thoroughly
- ✓ Enhance curb appeal
- ✓ Let in natural light
- ✓ Leave the property (if possible)
- ✓ Ensure pets are secured or off-site
- ✓ Provide easy access to all areas
- ✓ Secure valuables

SELLING WITH TENANTS

Selling a property with tenants in place can be both an advantage and a challenge. Whether you're an investor looking to transfer ownership seamlessly or a homeowner wanting to sell without waiting for a lease to end, understanding the legal and practical aspects of selling with tenants is crucial.

PROS AND CONS OF SELLING WITH TENANTS

Pros:

- **Appealing to Investors:** A tenanted property provides immediate rental income, making it attractive to buyers looking for an investment with a reliable revenue stream.
- **Avoiding Vacancy Costs:** Keeping tenants in place prevents financial losses associated with a vacant property, such as mortgage payments and maintenance expenses.
- **Property Maintenance:** Tenants occupying the property may continue maintaining it, reducing the need for staging or additional upkeep during the selling process.

Cons:

- **Limited Market Appeal:** Owner-occupiers may be deterred from buying if they have to wait until the lease expires to move in.
- **Challenges with Showings:** Tenants may not always cooperate with property inspections or keep the home in showcase condition.
- **Lease Restrictions:** Some leases have clauses that can make the sale process more complicated.

UNDERSTANDING TENANT RIGHTS AND LEGAL OBLIGATIONS

When selling a tenanted property, landlords must comply with local tenancy laws. Here are some key legal considerations to know as a seller:

- **Notice Requirements:** Landlords must provide tenants with adequate notice before showings, typically ranging from 24 to 48 hours.
- **Fixed-Term Leases vs. Periodical Agreements:** If tenants have a fixed-term lease, they have the right to stay until the lease expires unless both parties agree to an early termination.
- **Tenant Privacy and Rights:** Landlords cannot enter the property without giving proper notice, and excessive showings can be considered harassment.

OUR STRATEGIES FOR A SMOOTH SALE WITH TENANTS

- **Communicate Transparently:** We inform tenants as early as possible about your intention to sell and explain how the process will work. Keeping them in the loop can encourage cooperation.
- **Offer Incentives for Cooperation:** Providing incentives, such as a rent discount or covering moving expenses if they vacate early, can lead to a smoother transition.
- **Schedule Showings Conveniently:** Work around the tenant's schedule to minimise disruptions and maintain a positive relationship.
- **Market to Investors:** Targeting buyers who want rental properties can make selling with tenants easier and avoid the need to vacate the property.
- **Stage the Property Effectively:** If tenants are still residing in the home, we encourage them to declutter and maintain cleanliness for property viewings.
- **Negotiate Lease Terms if Needed:** If selling to an owner-occupier, consider negotiating an early lease termination or offering the tenant relocation assistance.



OUR SUCCESS STORIES

"Casey assisted us selling our long term investment property in Cameron Park. Pre sale we were thoroughly impressed at how quickly and effectively Casey brought the house to market. Her excellent knowledge of the local area allowed her to provide excellent advice on market strategy, how best to prioritise expenditure on maintenance and presentation to meet the buyers expectations.

Casey is an excellent communicator, and we appreciated her down to earth direct style. Highly Recommend."

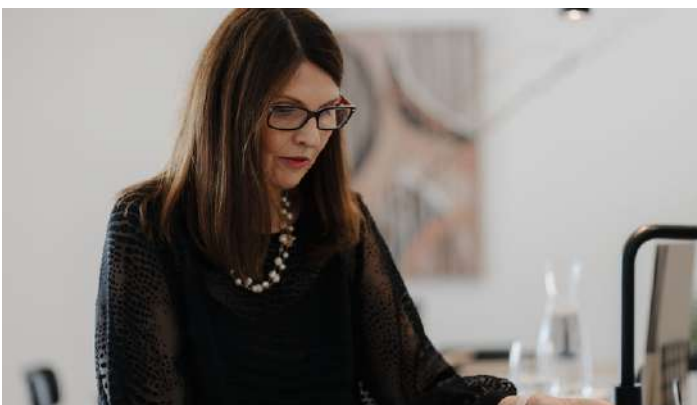
SELLER | CAMERON PARK



"Selling this property was an emotional time for me and I couldn't have asked for someone more caring, knowledgeable and professional to help me. Her market knowledge is second to none. I achieved an outcome far better than my expectations and in record time.

She kept me well informed at every turn and I felt so confident in her abilities. I honestly couldn't recommend Suzanne and Century 21 more highly."

SELLER | MOUNT HUTTON



"I was very impressed with Rob's handling of the sale of the property. He had a thorough understanding of the market in our suburb and was highly professional in his handling of all details of the sale. Rob was always on time and contactable (or responded quickly if busy with another client).

I would highly recommend Rob to anyone looking for an agent to sell their property."

SELLER | REDHEAD



I highly recommend Cameron Fitchett to anyone selling their property. His expert knowledge and experience was obvious throughout the whole sale process and we got a great result. He is an excellent communicator and kept me informed every step of the way.

Whenever Cameron made a recommendation he thoroughly explained the reasons for his recommendation so I was comfortable in the decisions I made. In addition to all of this he is a genuinely nice person who cares about his clients.

SELLER | CHARLESTOWN



CENTURY 21[®]

Novocastrian

(02) 4943 6333

155 Pacific Highway, Charlestown

C21.com.au/novocastrian

MAKE YOUR NEXT MOVE WITH
CONFIDENCE.

SCAN TO BOOK A FREE,
EXPERT CONSULTATION AND
GET THE INSIGHTS YOU NEED.

