

SELLER'S

guide

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A photograph of an outdoor dining table on a porch. The table is set with white plates, blue napkins, and glassware. The porch has a white railing and a large potted plant. In the background, there is a green field, trees, and hills under a blue sky. The text "About Us" is overlaid in a cursive font.

About Us



MEET YOUR AGENT

Victoria Bateman

Victoria Bateman, the principal and owner of country lane realty, brings over three decades of experience living and working in this area, resulting in an extensive and intimate understanding of the region.

At country lane realty, you'll have the advantage of dealing exclusively with Victoria, who possesses in-depth knowledge of your property and its selling progress.

Available from 7 am to 9 pm, seven days a week, victoria is dedicated to answering all your questions promptly and finding a time to work together on your property journey.

Victoria was proudly voted agent of the year 2022, suburb winner, lowood



Home seller's ROADMAP

HIGH LEVEL ROAD MAP TO SELL YOUR HOME



10 STEPS TO

sell your home

- 01 FIND YOUR PERFECT AGENT
- 02 SET YOUR PRICE
- 03 PREPARE YOUR HOME
- 04 MARKET YOUR HOME
- 05 LISTING YOUR HOME
- 06 HOME SHOWINGS
- 07 RECEIVING OFFERS & NEGOTIATING
- 08 UNDER CONTRACT
- 09 FINAL DETAILS
- 10 CLOSING



PREPARING

To Sell

FINDING THE *perfect agent* 01

A real estate agent is a huge asset to you as you navigate the home buying process. This is one of the BIGGEST decisions of your life. A skilled professional will help guide you through the process and fluidly conduct home searches/tours, negotiations, and transactions. An agent works with your best interest in mind, so you want to find someone you not only trust but who can lead the home buying process knowledgeably and with great diligence.



INDUSTRY KNOWLEDGE

Licensed real estate agents have access to many resources that are not readily available to the public. They can help you find the best homes, negotiate the right price, and guide you through the due diligence of purchasing a home.

SMART NEGOTIATING

With an agent's experience and expertise, you can not only find the best home to suit your needs and lifestyle, but you can also negotiate the best price based on current market values.

PROFESSIONAL EXPERIENCE

Licensed real estate agents are provided with annual training and compliance to ensure that they are up to date on any changes in legal or administrative paperwork. That means the home buying process is easier and more fluid with an agent in your corner.

CUSTOMER SERVICE

A real estate agent specializes in helping clients achieve one of the biggest goals of their lives. An agent works FOR YOU. They are dedicated to guiding you along the process and answering any questions that arises. Our biggest goal for you as a buyer is helping you find the best home at the best price, then making the purchasing process as easy as possible. We succeed when you are confident and stress-free throughout the home buying process!

pricing YOUR HOME 02



SETTING A LISTING PRICE

Setting a reasonable listing price is one of the most important aspects in the entire home selling process. If you list your home too high, you may not attract interest or offers - and it will likely take you a quite a while to sell your home. But if you price too low, you might be missing out on a greater return on your investment. Your real estate agent can help you determine the true value of your home and find a competitive price in the current market.

HOW A HOME PRICE IS DETERMINED

There are two main ways of pricing your home for sale:

- A third party home appraiser. He or she will perform an analysis on your home and the neighborhood to determine the value of your home.
- Your real estate agent. He or she can perform a market analysis on other homes for sale in the area.

The price of your home is usually determined by a combination of the two above valuing methods.



PREPARING *your home* 03

TIPS FOR STAGING YOUR HOME

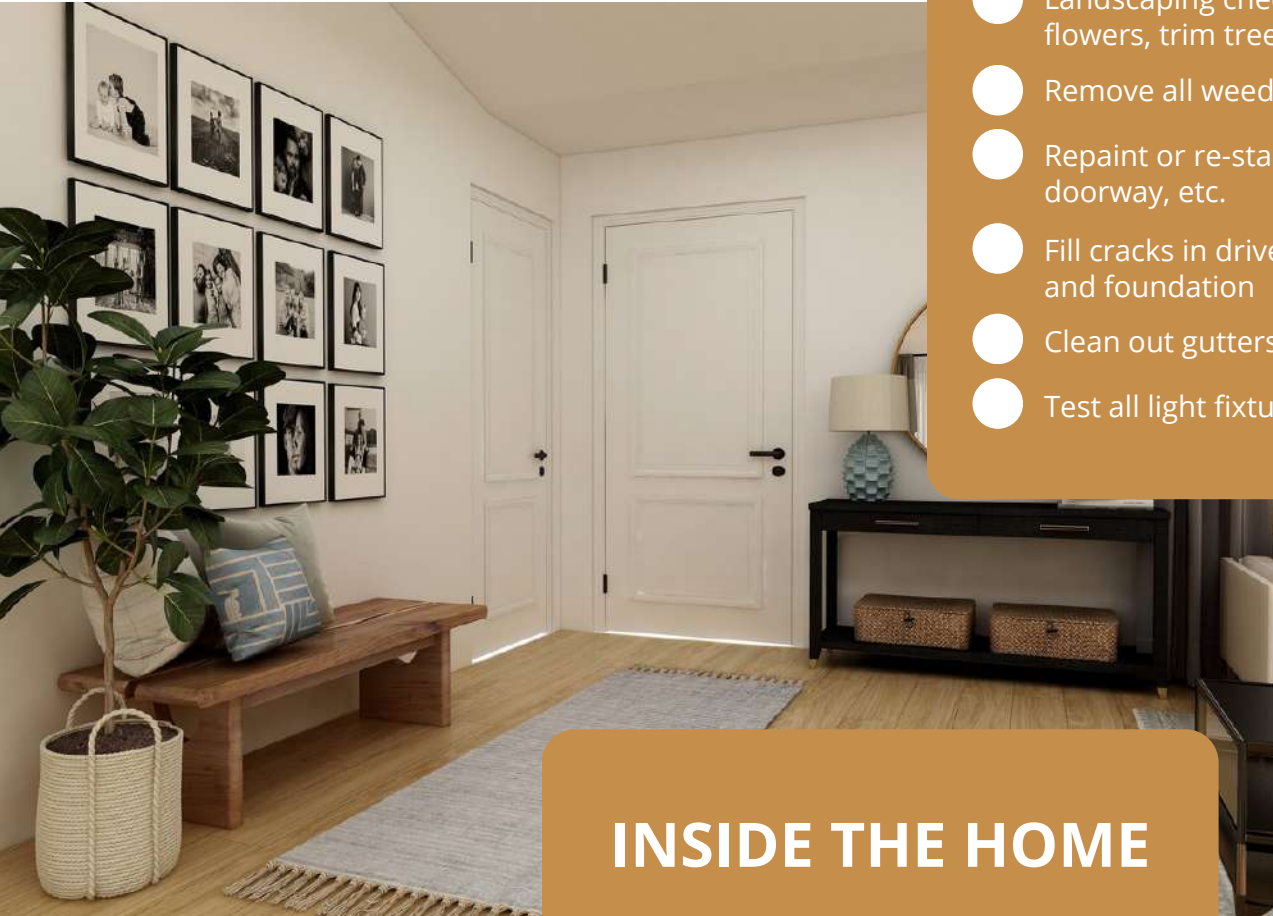
- The presentation of your home is EVERYTHING when it comes to home sales. You have 8-12 seconds to make a positive first impression that sells.
- The way you style your home can make or break a potential buyer's interest. Buyer's are trying to picture themselves living in your space, so be mindful of what space and objects you leave visible to your viewers.
- If you are concerned about the presentation of your home, you can hire professional decorators or rent professional props to help stage your home.
- Your real estate agent can also get professional photos taken for your listing, as this is what will entice a potential buyer to take a tour of the home.
- Personal photographs, memorabilia, and artifacts often look like clutter to a potential buyer. Consider putting these things away and replacing photos with minimalist wall art.

The first impression of your home is formed within 8-12 seconds. Let's make it a good one!



HOME SELLER'S

preparation checklist



OUTSIDE THE HOME

- Landscaping check: cut/trim lawn, water flowers, trim trees/bushes, etc.
- Remove all weeds
- Repaint or re-stain porch, entryway, doorway, etc.
- Fill cracks in driveway, sidewalks, and foundation
- Clean out gutters
- Test all light fixtures and motion sensors

INSIDE THE HOME

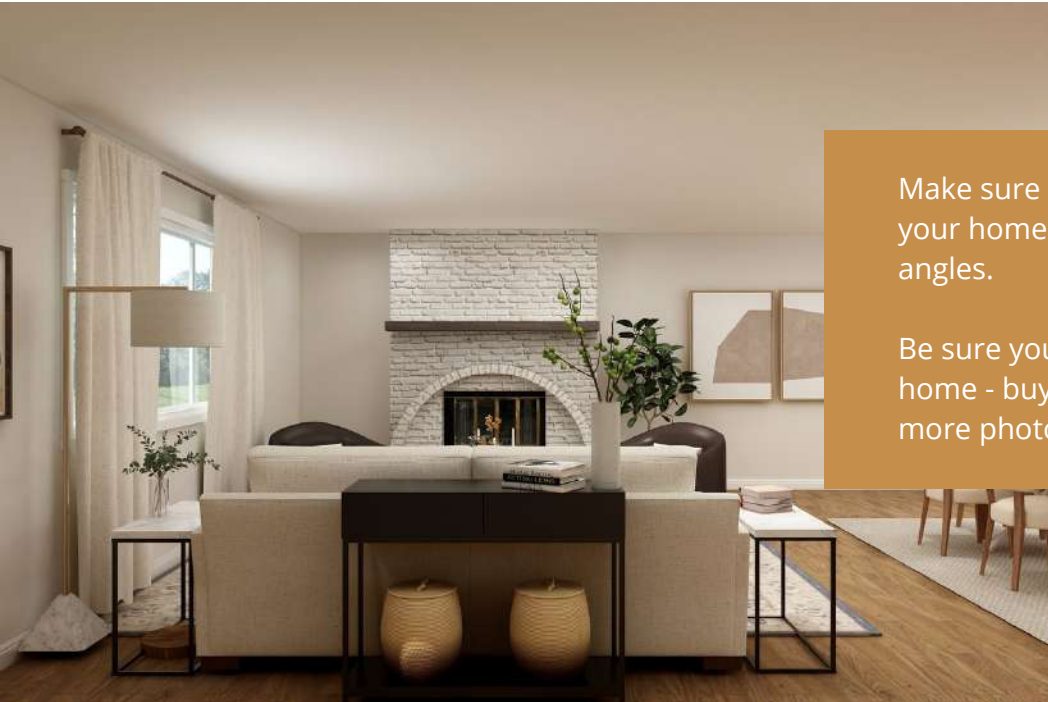
- Repaint home in neutral color(s) (white, beige, light gray, etc.)
- Remove any personal artifacts
- Make arrangements for pets, children, toys, and clutter during showings
- Make sure all walkways are clear



FINDING

a buyer

marketing YOUR HOME 04



Make sure that the photos you use to market your home are bright, clear, and capture all angles.

Be sure you capture all the little nuances in your home - buyers will feel more comfortable with more photos.

marketing tips:

- Your real estate agent will list on the local MLS and/or on many listing sites, including their social media profiles. This will help you reach a multitude of home shoppers from all different walks of life.
- Your agent will also be detailed in the description of your home, using words that appeal to the senses and what it would FEEL LIKE to live in your home.
- As the seller, please remember to keep your calendar as flexible as possible. You never know which shopper will make an offer!



Listing YOUR HOME 05

Congratulations! Your home is officially listed for sale!



Now, your real estate agent will begin searching for a buyer for your home. Your agent will place a sign in your front yard to let all passerbys and neighbors that your home is up for sale!

Those who may be interested can contact your agent and ask for more information about the home. Your agent will highlight all the best parts about the home and why the home will suit that particular buyer. If the home works for that home shopper, your real estate agent will schedule a showing.

In addition to your personal real estate agent, agents from all agencies in your local area will have access to your listing and the ability to show and sell your home. It doesn't affect your home price or sale for multiple agencies to show or sell your home, it simply offers you a greater opportunity for exposure to a variety of different home shoppers.

During this process, you'll want to keep your home as clean and organized as possible at all times, interior and exterior. Also, be sure to keep your schedule flexible. This is important, because you never know when your next home tour will be.

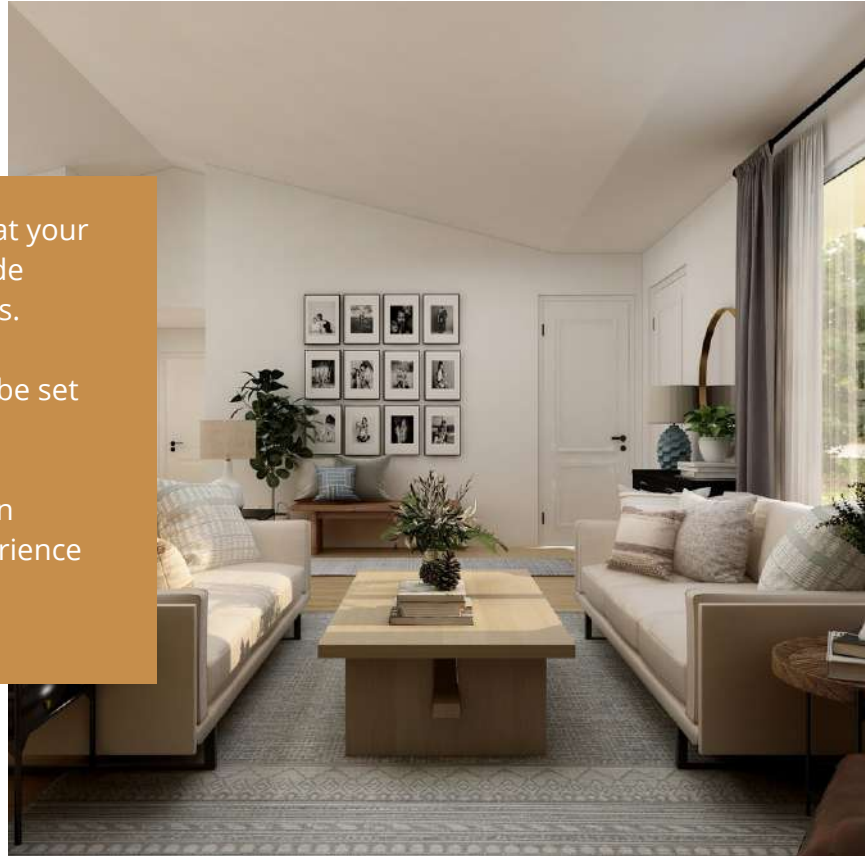
HOME

showings 06

For the first few weeks and weekends, make sure that your calendar is flexible for showings. This will help provide potential buyers a greater number of viewing options.

Private viewings as well as open house viewings will be set up during the first few weeks of listing your home.

You should make arrangements for pets and children during viewing times, to help make the viewing experience as pleasant and distraction free as possible.

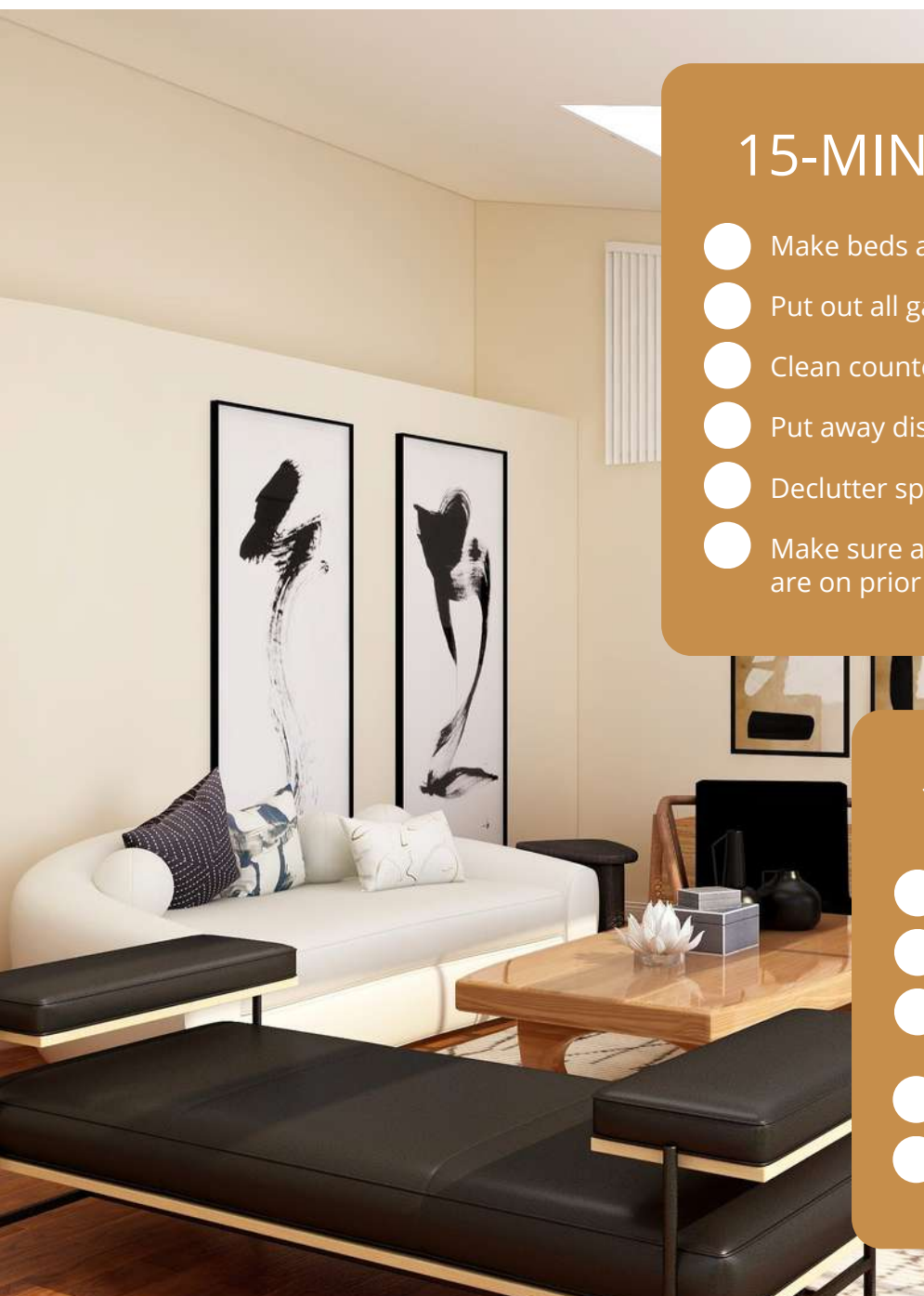


PRIVATE VIEWING

A real estate agent will walk a potential buyer and his or her partner/family through your home on a guided tour. They will showcase the best parts of your home and help shoppers visualize themselves in your home.

OPEN HOUSE

Your home will be open to any home shopper in the area to view your home. Your real estate agent will be there to answer questions and provide more information as shoppers tour your home.



15-MIN CHECKLIST

- Make beds and fluff pillows
- Put out all garbage and empty boxes
- Clean countertops
- Put away dishes
- Declutter spaces, put away toys
- Make sure all indoor and outdoor lights are on prior to a showing

1 HOUR CHECKLIST

- Complete 15 minute list
- Vacuum, sweep, and mop all floors
- Wipe down appliances, glass, and mirrors
- Fold/hang visible clothing neatly
- Dust all reachable/visible surfaces

FINAL *steps*



OFFERS

&

negotiations

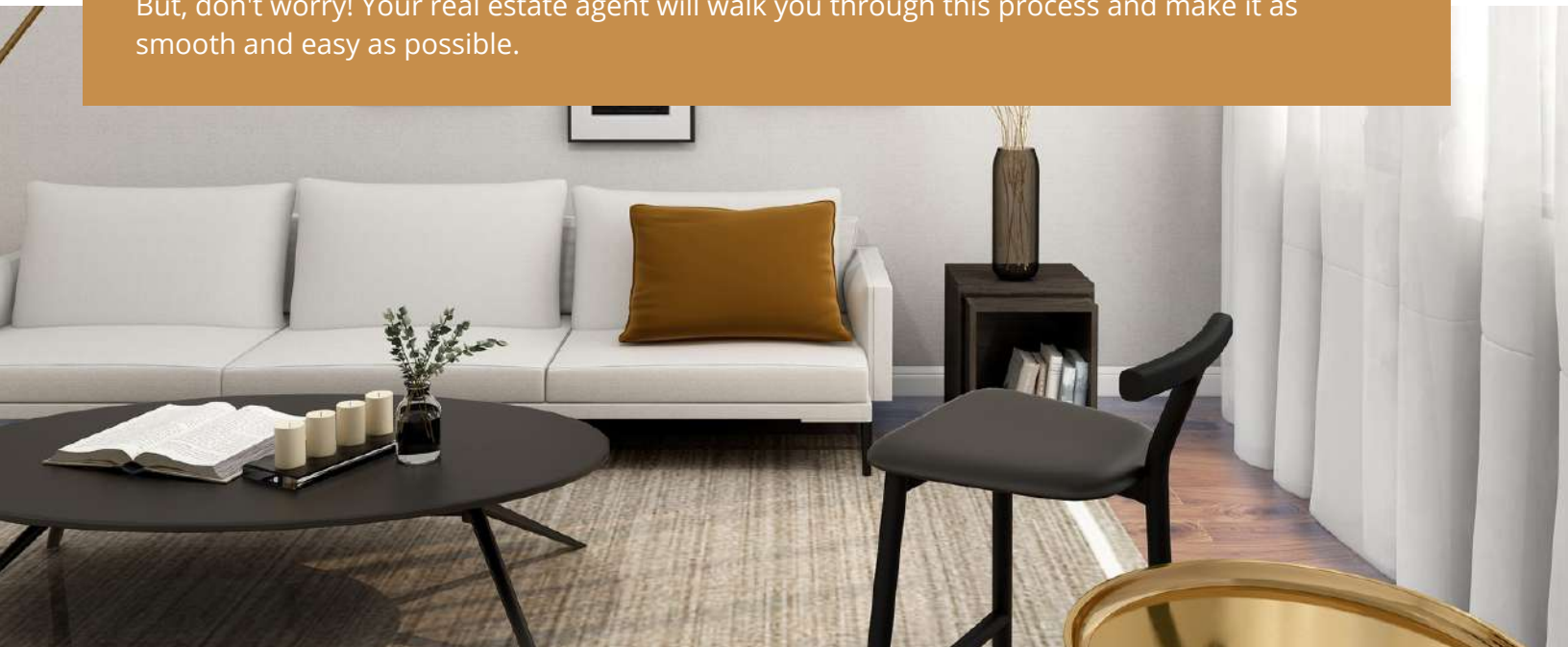
07

After home shoppers have shown interest in your home, you'll begin receiving offers. Buyers are not required to offer your listing price, so be sure that you and your agent factor this in when deciding on your asking price.

Once you receive offers, you'll have the opportunity to accept the offer, make a counteroffer, reject the offer, or make further negotiations. Homeowners often receive multiple offers, in which case, your real estate agent will help you negotiate with the buyers to find a price that you are happy with.

Ensure that the process is transparent, and all information provided to the buyers is accurate and up to date. When a serious buyer makes an offer, they will usually request a home inspection, where an inspector provides the buyer(s) with a report of the health and standing of your home. Be prepared for buyers to use this information as negotiation leverage. That means you may be required to fix, repair, or replace certain things within your home in order for your buyer to finalize the deal.

But, don't worry! Your real estate agent will walk you through this process and make it as smooth and easy as possible.



UNDER *contract* 08



The offer will officially become binding once the buyer and the seller both agree to the terms in the contract. This includes the price and any negotiated contingencies you agreed upon.

Some things that need to occur before the closing process can commence:

1. Home inspection
2. Title search
3. Final walkthrough with the buyer

*Congratulations on
selling your home!*

FINAL *details* 09

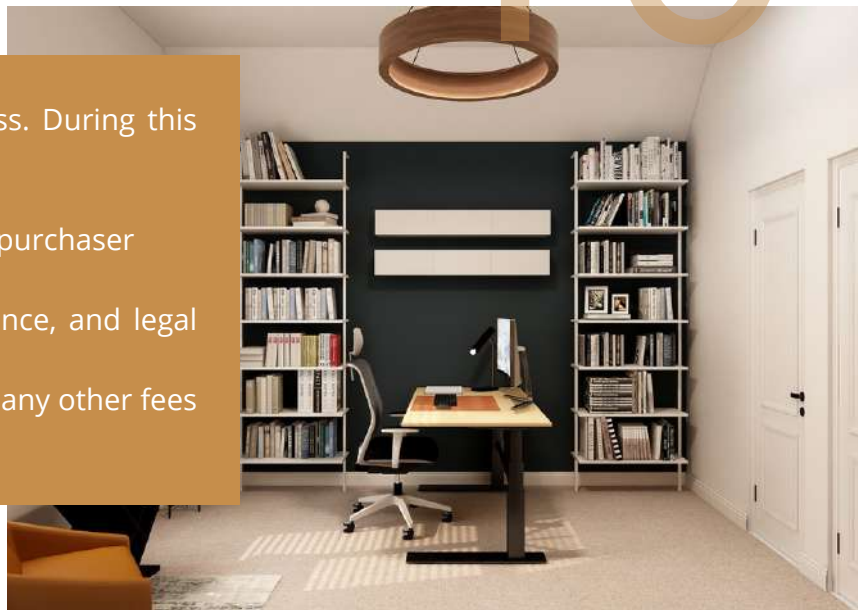


Be prepared for obstacles and hiccups! They do happen during this phase, but that doesn't mean the sale is over - so don't panic! Your real estate agent will answer any questions you may have, explain the process, and guide you through the final steps of the sale. At this time you can start packing and moving into your new place!

closing DAY 10

Closing is the final step in your home selling process. During this phase of the sale, you can expect the following:

- The deed to the house will be handed over to the purchaser
- Ownership is transferred to the new homeowners
- Any other documents including financing, insurance, and legal documents are exchanged
- The negotiated purchase price is paid, and finally, any other fees (i.e. commissions) are paid.



Congratulations! You've sold your home!

CLIENT Testimonials



Victoria Bateman
83 Reviews



Pleasure & Simple

Recently purchased a home Victoria had listed. The process from viewing the home to settlement was easy. Victoria is lovely and answered any questions I had.



Review submitted by Grant And Angela (Seller) about 1 month ago Verified review submitted by the customer directly involved in transaction

24 Sandpiper Drive Lowood QLD 4311



Victoria Bateman
83 Reviews



Very professional great all round

Complex two title/property but stressless as Victoria knows her stuff and is a consummate professional. She knows the area and worked with us/for us to get the best outcome. We highly recommend her. Thanks Victoria!



Review submitted by (Seller) about 1 month ago Verified review submitted by the customer directly involved in transaction

27 Beacon Road Lowood QLD 4311



Victoria Bateman
83 Reviews



Great local, straight up, no pfaing!

Victoria, has a great feel for the local market and melds her approach to the client. We received excellent advice and frequent updates. Moving from a long term family home is stressful but less so with a great professional agent which is what you get with Victoria. We sold quickly for the right price thanks to Victorias hard work. Thank you!



Review submitted by (Seller) about 1 month ago Verified review submitted by the customer directly involved in transaction

23 Beacon Road Lowood QLD 4311



CLIENT Testimonials



Victoria Bateman
83 Reviews



Excellent Service Very Professional

I am very pleased with the level of service that we received from Victoria, her knowledge and experience really help with selling our property and we received the best result possible, Victoria kept us informed through the whole process. Thankyou Victoria.



Review submitted by Grant And Angela (Seller) about 1 month ago Verified review submitted by the customer directly involved in transaction

24 Sandpiper Drive Lowood QLD 4311



Victoria Bateman
83 Reviews



Very Easy real estate agent

This whole process was made hassle free by Country Lane Realty. Victoria was easy to contact and quick to keep me informed.



Review submitted by (Buyer) 8 months ago Verified review submitted by the customer directly involved in transaction

Lot 4/20 Jensens Swamp Road Lowood QLD 4311



Victoria Bateman
83 Reviews



Quick and easy sale

Victoria's professionalism & communication really stood out to us when we were looking for the right agent for us. The sale was SUPER quick and ABOVE the amount what we thought it would sell for. Couldn't be happier. Thanks Victoria



Review submitted by Jamie Boettcher (Seller) 11 months ago Verified review submitted by the customer directly involved in transaction

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