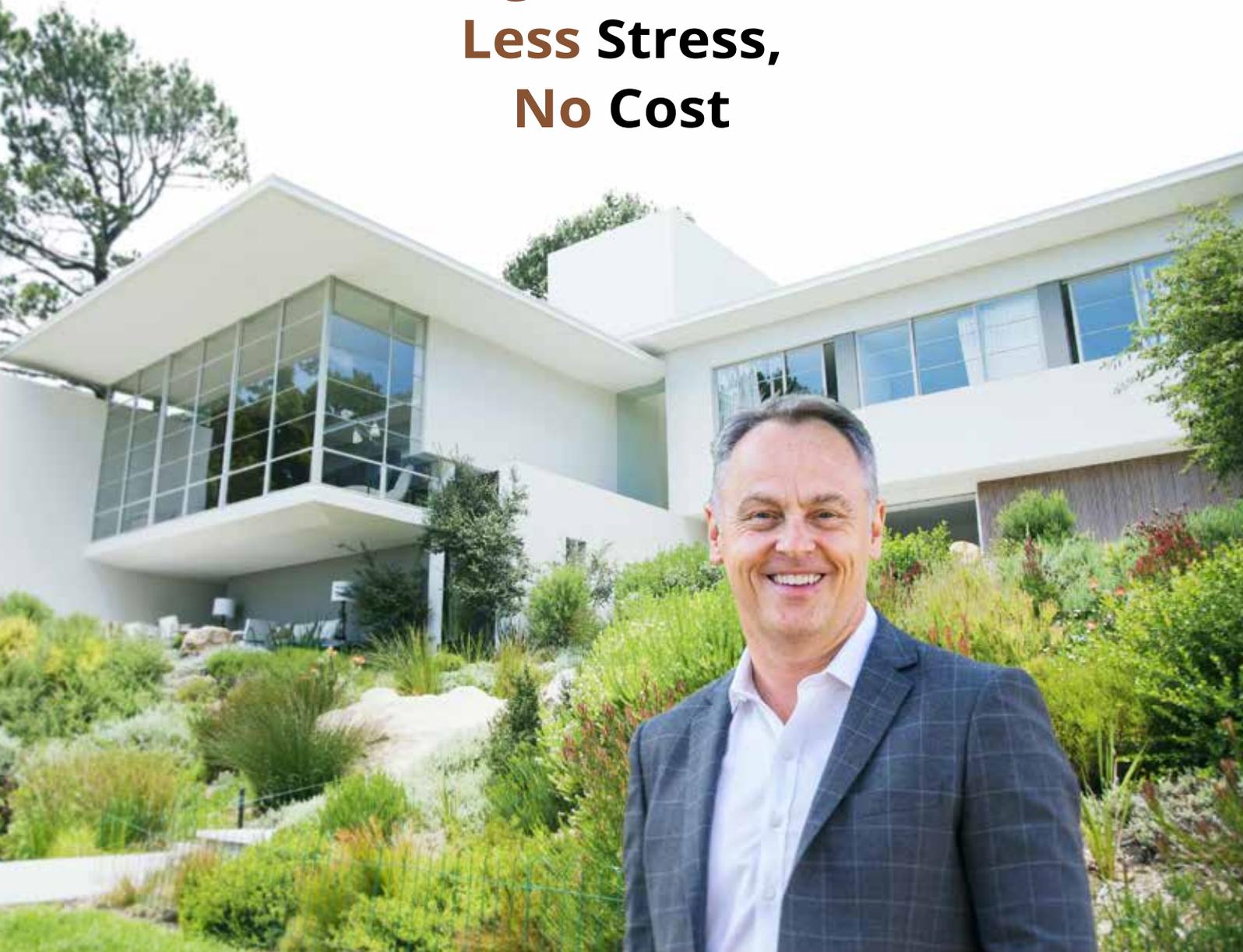


A Better Way to Sell Your Home

The Vendor Advocates Advantage:

**Higher Price,
Less Stress,
No Cost**



TOM RYAN VENDOR ADVOCACY

Introduction



Selling your home can be a confusing, anxiety-inducing process. But it needn't be that way.

If you're like most people looking to sell their home, you've probably begun the process by searching for highly regarded agents, asking friends or family for recommendations, doing a bit of research online for pricing, recent sales, and so forth.

What you may not know is that, beyond agents, **expert sales help is readily available to you -- with all aspects of the home selling process, from start to finish.**

Best of all, this expert assistance costs you nothing.

The Vendor Advocate: Too Good to be True (and Free)?



We've spoken with countless vendors over the years who wished they'd had the type of expert guidance and advice a Vendor Advocate can provide -- but they never knew about the service: how it works, what's included, how it's different than simply using an agent.

If you're planning to sell your home -- or even exploring the idea -- you'll benefit from learning at-a-glance how a **Vendor Advocate can make the process less stressful, improve your home sale price, and do it all with absolutely no cost to you, the vendor.**

Vendors often wonder if it's all too good to be true, especially at no cost to them, which is quite understandable.

Read on to find out how this service works, three essential benefits of working with a qualified Vendor Advocate and if this approach is right for you.

The Essential Benefits

Benefit 1: **You're fully supported throughout a complex process**

There is no one-size-fits-all approach to selling a home.

Being well informed from the start is the best way to achieve a winning sales outcome. But how can you learn everything you need to know if each situation is different?

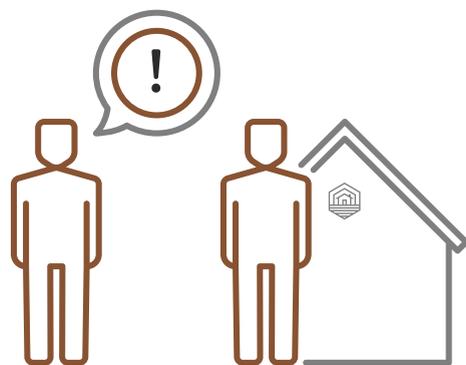
Most people turn to a local agent or family and friends to help sound out the situation, usually because they don't know that there's a better option.

The qualified Vendor's Advocate is a **highly experienced**, independent third party whose only job is to **keep your best interests at heart.**

That includes expert guidance for you, from the first enquiry call to auction day to the post-sale follow-through steps.

Having dealt with countless home-sales scenarios, the qualified Vendor Advocate fields your questions, advises on myriad issues, and collaborates with your agent to help you navigate the selling process with less stress.

From the moment you start exploring selling your home, weighing up the pros and cons, that's the time to call your Vendor Advocate and tap into their knowledge.



Benefit 2:

You'll get the best agent for your unique needs

Choosing your agent on service, rather than personality, availability or local ties, is incredibly important when you want to achieve the highest sale price.

Understanding who and what you need in an agent is a task that often goes overlooked. It's quite common for vendors to choose an agent based solely on charisma or rapport, rather than the best qualifications or a proven record of excellent service and outcomes.

Whilst you may 'click' with a certain agent, they might not be the one with the ideal skill set for you and your specific situation. In fact, that friendly rapport can sometimes backfire by making it harder for you to have tough discussions down the road.

Finding a 'friendship' connection with an agent should not be the top priority. You want to ensure that

you'll get first-class service throughout and that the agent excels at what they do.

This is where your qualified Vendor Advocate can make a major impact, right away.

Your qualified **Vendor Advocate brings a vast amount of knowledge and history** to your agent selection process.

Drawing on many years of experience in the area, they can determine the best choice of agents based on true fit for your unique situation. They will also provide you with real comparisons from which to make your selection.

- **How long have these agents been in the industry?**
- **What is their reputation?**
- **Do they have any specialties?**
- **How full is their calendar already?**
- **What pitfalls have they overcome for clients?**

Your Vendor Advocate guides you through this fundamental first step, making sure you're in the best hands and can proceed with complete confidence in your agent's work.

Benefit 3:

You have a champion you can rely on, any time, at no cost

Not beholden to listings, quotas and sales targets, your Vendor's Advocate provides in-depth, unbiased information right from your very first phone call.

Starting from a strong position, knowing all your options and opportunities costs you nothing - from that first call right through the sale and post-sales. There is no risk, no obligation, and no fees -- just expert, practical advice at your disposal.

The qualified Vendor Advocate is there for you when the agent's office doors are closed, when you're feeling unsure or when you just need a sounding board. This is essential for helping you feel secure throughout the decision-making process.

Perhaps best of all, you're not billed by the hour. In fact, you're not billed at all.

Because your Vendor Advocate's compensation is worked out upfront with the sales agent you choose, this comprehensive first-class service is provided at absolutely no cost to you.

In essence, **you benefit twice by achieving a higher sales price without paying any more than you would** by navigating the entire process alone with a sales agent.



Practical Guidance Through an Emotional Process

Selling your home is one of life's major decisions. And it's frequently linked to a time of great emotion, stress or anxiety, such as relocation for work, separation or divorce, family health or aging issues, or downsizing your lifestyle.

Having to think through all of those issues, in addition to the complexities of listing and selling your home, is a burden you needn't shoulder by yourself.

With a qualified Vendor Advocate, you'll have trustworthy guidance across issues such as:

- Realistic sale price targets based on relevant, recent and comparable sales results.
- Helping you understand legal documents and checking for critical details.
- Talking with your bank about mortgage payments, titles and related issues.
- Obtaining council documents.
- Liaising with local government bodies.
- Understanding the costs of sale (mortgage repayment, early payment penalties).
- Determining the impact of settlement dates on your bottom line.
- How settlement works and real-time support during the exchange.
- Choosing the best agent.
- Choosing the best auctioneer.
- Choosing the best home service providers (gardeners, stylists, cleaners, furniture sales).
- Managing home contractors (tradespeople, inspectors, banks, council).
- Choosing the best conveyancer or property lawyer, where applicable.
- How to maximise your profits from your home sale.
- Where and how to market your home, and how much to spend.
- Your options to reach the most qualified potential buyers for your home.
- Much, much more ...

Checklist:

45 Areas to Uncover Your Home's Hidden Value

Many vendors start the process with a perceived sale price already in mind, usually based on a recent local sale or two.

But this anecdotal, gut-feel pricing tends to overlook numerous factors that can ultimately impact your sale price. And if agents are overtaxed, they may not dig deep enough into the details to uncover all of your home's key selling points.

Having your expert Vendor's Advocate on hand to ask the right questions, draw out all of the vital selling points and value, helps you to set realistic, achievable expectations and make the most of the sale opportunity.

Amongst the myriad "hidden" home value areas to consider, here are 45 to start with:

Basic Features:

- Land area
- House area
- Number of rooms: bedrooms, bathrooms, living spaces, study
- Number of car spaces/garage

- Shed or studio
- Granny flat or self contained unit
- Pool/Spa/Tennis court
- Air conditioning and heating type
- Distance to amenities: School districts, shops, public transport
- House orientation on block

Additional Features:

- Outdoor entertaining areas: lighting, power, built in grill
- Solar power and back to grid power value
- Rainwater tanks, pumps and plumbing system
- Reticulated watering system
- Swimming pool: self cleaning, heated, solar heated, lighting, chlorine vs. saltwater
- Landscaping: age of garden and trees, maintenance level, flat areas
- Children's play area and equipment: cubby houses, swings, basketball court
- Produce garden: vegetables, fruit

- Car spaces: covered, uncovered, lockup
- Fencing: full fenced for animals?
- External access: suitable for home-based business?
- Views and aspect, orientation on property
- Alarm systems: monitored, surveillance cameras
- Smart home: lighting, locks, alarms, connected via internet to your devices
- Soundproofing: windows, walls
- Intercom system
- Energy efficiency
- Double glazing
- Heritage features: ceiling roses, high ceilings, decorative cornices, picture rails, tessellated tiling, verandahs
- Heating and cooling system types and brands: evaporative, ducted, reverse cycle
- Heated floors
- Hydronic Heating

- Fireplace: traditional or modern gas
- Built-in sound systems
- Ceiling heights
- Bathroom features: spa, sauna, bidet, rain shower, pressure shower, heated towel rails
- Kitchen features: Butlers' pantry, garbage disposal, double sinks, spice kitchen/cooks kitchen/second kitchen
- Appliances: brand names, age and features (pyrolytic/self-cleaning oven)
- Fitting materials: granite bench tops or marble counters
- Internet connectivity speed, NBN access
- Storage: cupboards, wardrobes, sheds
- Lighting: special decor, garden
- Windows: features windows, bay, porthole, leadlighting
- Skylights
- Quality of soft fittings like custom curtains or blinds

Next:

Discuss Your Situation With No Obligation

Knowing all your options and understanding how and which critical details can affect your sale is where your Vendor Advocate shines.

With expert guidance, first-class service and support throughout the entire endeavour, all at no cost to you, there's no downside to speaking with a quality Vendor Advocate.

We're happy to answer all of your questions, assess your needs and opportunities and help you determine the best next steps.

For a no-obligation call to discuss your unique situation, please reach out to us today.

Call: 0413 872 550

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