

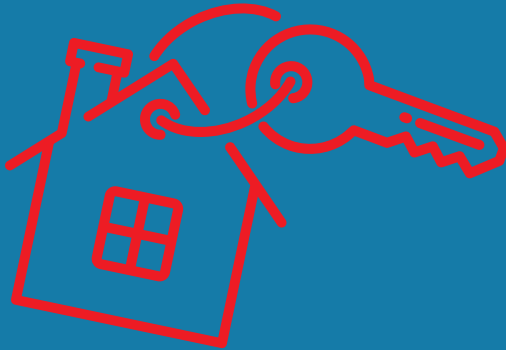
 noagentproperty

**BEST
SELLER**

— THE BOOK —

SELLING PROPERTY

How to Sell On-Time, Reduce Your Risk
And move On To Your Next Property



REVISED EDITION 2026

CELEBRATING 28 YEARS OF SUCCESS!

Excellent  278 reviews on  Trustpilot



CELEBRATING 26 YEARS OF SUCCESS!

No Agent Property commenced in 1999 and have listed over 33,000 properties. Our successes are BIG and we get results!

We were the first in Australia and are continuing to lead the way in the Private Sale Real Estate industry. We do Realestate the way it should be done No Commission to Pay!



**COMMISSION SAVED IN THE
LAST 12 MONTHS
OVER \$43,000,000**



**COMMISSION SAVED
SINCE 1999
OVER \$658,000,000**

That's a lot of money that would have normally gone into the Agents Pockets!
We hope you enjoy our free guide to selling your own property.
Let's enjoy the journey together!



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INTRODUCTION

Take Control, Sell Confidently, Save Big!

Welcome to the journey of selling your property which is a significant decision, no doubt driven by various factors like outgrowing your current space, life changes, or simply the urge for something new. It's a decision that demands careful consideration and ultimately, control over the process.

Choosing to sell your property independently is not just about the potential savings of thousands of dollars; it's about the empowering feeling of taking charge and ensuring transparency every step of the way. After all, selling your property is not an everyday occurrence - it's a pivotal moment deserving of your attention and involvement.



Once your decision is made to sell, the question arises: where to begin? Look no further.

- No Agent Property

WHO ARE WE

NO AGENT PROPERTY

No Agent Property is a licensed agency operating nationwide since 1999, offering a unique no-commission model. With us, you benefit from expert guidance and support throughout your sale journey while retaining full control over the process.

With No Agent Property by your side, you're equipped with the expertise and autonomy needed to achieve the best possible outcome for your property sale. Let's embark on this journey together.

To optimise your selling experience and minimise stress, we've compiled this complete guide to selling your property. We trust you will enjoy it.



 noagentproperty

SELL OR LEASE PROPERTY WITHOUT AN AGENT AND SAVE THOUSANDS!

noagentproperty.com.au

We include  realestate.com.au  Domain

STEP 1
Call **1300 850 855** or visit noagentproperty.com.au to choose your plan

STEP 2
Promote your property on  realestate.com.au  Domain farmbuy.com only pay for the services you need

STEP 3
Start getting enquiries and sell without paying any commission!!

Planning & Budgeting:

Discover the keys to a smooth and successful selling journey with a well-structured plan. By carefully considering each stage of the process, you can save valuable time, money, and reduce unnecessary stress. Take a moment to contemplate the following stages:



1. Preparing your home: Ensure your property is in its best condition to attract potential buyers.

2. Advertising: Craft compelling marketing materials to showcase your home's best features.

3. Inspections: Schedule viewings and open houses to give buyers a firsthand look at your property. It is optional for you to have either open inspections or inspect by appointment.

4. Negotiations: Navigate the negotiation process with confidence and clarity. Remember No Agent Property is here to help with this process if needed.

5. Settlement & Moving: Prepare for the final steps of the sale and the transition to your new home.

Deciding what's needed at each stage and assigning responsibilities can streamline the process and alleviate any uncertainties. By understanding who should take charge and anticipating potential costs, you can stay organized and focused on achieving your selling goals.

To assist you in planning your selling journey, we've provided a handy planner table below. Take advantage of this resource to map out your steps and ensure a successful selling experience.

Planning & Budgeting:

What needs doing?	Who's responsible?	How much?
1. Create a plan and budget	Seller	\$0
2. Prepare your property	Seller	
- Repairs	Seller	\$
- Paint	Seller	\$
- Clean	Seller	\$
- etc.	Seller	\$
3. Determine the price	Seller	-
*Appraisal Needed (Contact No Agent Property)	No Agent Property	
4. Organise contract of sale	Seller	
*Contract of sale needed (Contact No Agent Property)	Seller/No Agent Property	
- Conveyancing fees	Seller	\$
5. Determine promotion and advertising strategy	Seller	
- Online Marketing costs	Seller	\$
- Photography	Seller	\$
- Print Advertising costs	Seller	\$
*To obtain pricing for the above contact No Agent Property		
- Potential Commission (Not applicable if selling through No Agent Property)		\$0
Commission when selling privately with No Agent Property		\$
6. Show buyers through your property – we provide you Inspection Tips	Seller	-
7. Negotiate the sale price – We're here behind the scenes	Seller	-
8. Close the deal – Happy to provide assistance	Seller	-
Other items	Seller	
Total		\$

Determining Your Price

Determining the right asking price for your property is important to attract potential buyers and ensure a successful sale. Always best not to over or under price it. Here's how you can set your asking price effectively:

1. Choose your asking price format:

- Exact price: e.g., \$900,000
- Price range: e.g., \$900,000-\$990,000 (a 10% price range is best)
- Hidden Price: should be your lowest display price i.e. \$900,000
- It is also acceptable to have: Price on Application, Expressions of Interest, etc.

2. Conduct market research:

Research your local property market to understand what similar properties have sold for recently as it can give you valuable insights for pricing trends and buyer expectations.

3. Get a property appraisal:

Take advantage of No Agent Property's free property appraisal service. Simply give us a call, and we'll provide you with a comprehensive assessment of your property's value based on current market conditions.

4. Consider a professional valuation:

If needed, consider getting a full valuation from a certified Practising Valuer. It is important to understand that a real estate agent is not a real estate valuer, and vice versa, a real estate valuer is not a real estate agent. qualified valuer. What they are known as is a 'sworn property valuer'. This would only be necessary for very unique properties that aren't like others in your locality or properties that come with a lot of equipment, like farming equipment.

5. Determine your minimum price:

Your minimum price is the lowest amount you're willing to accept for your property. It's essential to ensure that your minimum price aligns with your financial obligations and objectives. Knowing your minimum price in advance can also make negotiations smoother.

By following these steps and considering various factors, you can confidently set your asking price and increase your chances of a successful sale. Remember if you would like any assistance with the price of your property send an email to: support@noagentproperty.com.au and request a Property Valuation Report

Effective Listing Tips

Now that you've completed your planning and groundwork on pricing, it's time to list your property. Keep in mind, your listing will be seen by a vast audience, and you'll be competing with similar properties on the market. To ensure your listing stands out and attracts the right buyers, consider the following tips:

1. Compelling Description:

Craft a detailed description that highlights the unique features and details of your property. When advertising independently, you have the advantage of infusing a personal touch into your description. Provide potential buyers with a good portrayal of what it's like to live or own the property. Be sure to maintain accuracy and honesty in your descriptions. Additionally, share insights about the local area, including nearby amenities such as parks, schools, shopping centres, and public transportation. Highlight aspects of the neighbourhood that you find appealing, as these details can resonate with prospective buyers.

Please note: When listing through No Agent Property, most of our packages include assistance with preparing your property description.

2. Captivating Photographs:

Capture high-quality images that showcase the property's best features and angles. Refer to our "Taking Photos" guide for tips on presenting your property effectively and consider hiring a professional photographer for optimal results. Remember, a picture speaks volumes, so choose your images thoughtfully.

While most platforms allow for a generous number of photos - up to 20 in many cases - No Agent Property offers the advantage of including up to 35 images. However, remember that sometimes less is more. The objective is to generate interest and prompt potential buyers to reach out to you, so resist the urge to reveal everything upfront. Instead, select a curated selection of images that entice viewers and leave them eager to learn more.

When listing with No Agent Property you have a choice to select a package that includes a professional photographer to take the images. Professional images often showcase your property better.



Preparing Your Property

First impressions matter, and when prospective buyers visit your property, their initial encounter will shape their perception. Here's a comprehensive checklist to ensure your property is primed for a positive reception:



Outside:

Inviting Entrance: Create a welcoming atmosphere right from the gate. Ensure it's well-maintained and free from any obstacles.

Clutter-Free Zone: Remove all clutter, rubbish, children's toys, and garden hoses from sight. A tidy exterior sets the stage for a favorable impression.

Odour-Free Environment: Eliminate any potential sources of bad smells. Ensure rubbish bins are empty and clean to maintain a fresh ambiance.

Landscaping Maintenance: Trim lawns, gardens, trees, and shrubs to present a neat and tidy outdoor space.

Structural Integrity: Check the condition of gates, fences, taps, etc. Repair any issues such as dripping taps, squeaky hinges, or loose fixtures to convey a sense of quality and care.

Gutter Maintenance: Clear all gutters and downpipes to prevent any potential issues, especially if it's raining on the day of inspection.

Exterior Maintenance: Consider cleaning or painting the exterior if necessary. While it may seem like a significant expense, it can significantly enhance the property's appeal to potential buyers.

Sparkling Windows: Clean all windows to ensure they sparkle, allowing natural light to illuminate the interior and enhancing the overall aesthetic.

Garage Presentation: Don't overlook the garage. Ensure it's clean and tidy, as organised spaces appear larger and more inviting. Although if you need storage space, then packing everything in boxes and neatly stacking them in the Garage is fine.

Pet Consideration: If you have pets, be sure to make appropriate arrangements for them during inspections.

By meticulously attending to these exterior details, you'll maximise your property's curb appeal and create a favourable first impression that sets the stage for a successful sale.



Inside:

Inviting Atmosphere: Pleasant smells can evoke positive emotions, so aim to create a welcoming ambiance. Consider brewing fresh coffee, displaying fresh flowers, or allowing fresh air to circulate through open windows.

Clutter-Free Spaces: Remove clutter from surfaces such as benches, tabletops, and bookcases. Put away remote controls, cables, and any other visible distractions. Check each room to ensure there are no clothes on the floor or rubbish in bins. Tidy up cupboards, shelves, and storage areas to enhance the sense of spaciousness.

Optimise Storage: Utilise this opportunity to declutter and organise storage areas. Stack and tidy any remaining items to showcase the available storage space effectively.

Maintenance Checks: Ensure all fixtures and appliances are in working order. Check that taps don't drip, toilets flush properly, lights function correctly, and lamps are operational. Attention to these details enhances the overall impression of the property's upkeep.

Kitchen Focus: Pay close attention to the kitchen, recognizing its significance as one of the central features of the home. Ensure it's clean, organized, and inviting, as it can heavily influence buyers' perceptions.

Presenting your property in a spotless and tidy condition allows potential buyers to focus on its positive attributes without being distracted by minor imperfections. By attending to these interior details, you'll showcase your property in its best light and maximise its appeal to prospective buyers.

**Professional Cleaning**

Consider having carpets, drapes, and furnishings professionally steam cleaned to freshen up the interior and present a well-maintained appearance.

Warmth and Welcome

Ultimately, aim to create a welcoming atmosphere throughout your home. Your goal is to make potential buyers feel at ease and envision themselves living in the space.

Taking Photos

You don't necessarily have to wait until after you've completely prepared your property to take photos. However, it's important to ensure that any view within the photos you wish to capture has been thoroughly prepared for the shoot. To make the most of your photo shoot - Taking high-quality photos is wise to showcase your property effectively.



Prepare Each View: Before taking photos, ensure that each area or view you plan to capture is tidied up and presented in its best possible condition. This might involve decluttering, cleaning, and arranging furniture to create an inviting ambiance.

Maximise Natural Light: Opt for natural light whenever possible. Open curtains or blinds to let sunlight flood into the space, enhancing the brightness and appeal of your photos.



Capture Key Features: Highlight the unique selling points of your property by focusing on its standout features. Whether it's a spacious living room, a modern kitchen, or a beautifully landscaped garden, aim to showcase these aspects prominently in your photos.



Use Proper Equipment: While smartphone cameras can produce decent results, consider using a digital camera or hiring a professional photographer for optimal quality. Pay attention to framing, angles, and composition to capture captivating images that entice potential buyers. (Note: When listing through No Agent Property, options are available for professional photographers).

Consider Virtual Tours: In addition to static photos, consider offering virtual tours or video walkthroughs to provide potential buyers with a more immersive viewing experience. This can help them visualise themselves living in the property and make a more informed decision. No Agent Property can also organise 3d Virtual tours or videos.

By preparing your property thoughtfully and taking high-quality photos, you can effectively showcase its best features and attract potential buyers. Remember, the goal is to create a visually appealing representation of your property that captures the attention of prospective purchasers.

Promoting Your Property

Once your advertisement is complete, it will be posted online for thousands of potential buyers to see. In addition to online promotion, consider implementing various offline strategies to maximise visibility and attract prospective buyers.



For Sale Signs

Erecting a For Sale sign on your property is a traditional yet effective way to attract local attention. Choose the size and type of sign that best suits your property, ensuring it's visible from the street. Additionally, consider Directional Signs at nearby intersections to guide interested buyers to your property. Open Inspection signs can also be useful in indicating when your property is available for viewing.

Utilise Foot Traffic:

If other properties on your street are also for sale, having a For Sale sign becomes imperative. This can help capture foot traffic from potential buyers exploring the neighbourhood. Signs not only assist in directing interested parties to your property but also serve as a reminder for those who may have viewed it online.



Brochures

Consider having brochures printed for distribution during inspections and within the local community. Brochures provide detailed information about your property and serve as tangible reminders for interested buyers. Since a significant percentage of homebuyers tend to relocate within a relatively close radius of their current location, targeting the local community can yield promising results.



By employing a combination of online and offline promotion strategies, you can effectively increase the visibility of your property and attract a diverse range of potential buyers. Remember to tailor your promotional efforts to suit the unique characteristics and target market of your property.

Preparing For Inspection

There are two primary methods for potential buyers to inspect your property: Open Inspections, where designated times are set for public viewing, and Inspections by Appointment, where seller & buyers arrange a suitable viewing time. Regardless of the inspection method, it's important to manage the process effectively keeping safety, security, and the needs of genuine prospective buyers in mind. Here are some tips to optimise the inspection process:

Collect Visitor Details: If conducting an open inspection, request details from individuals as they come to inspect the property, including their name, contact number, email address. It is also optional to ask for a driver's license number. Genuine buyers typically understand and are willing to provide this information.

Verify Contact Information: If you are organising an inspection by appointment, it is recommended to obtain some information about to the appointment. i.e. their name, phone number and email address. Again, it is optional to ask for a driver's licence number if you prefer. This step helps ensure a smooth and reliable viewing experience.

Consider Company: Consider having a friend or family member present at the property during inspections. Their presence can provide reassurance and deter any potential security concerns.



By implementing these measures, you can effectively manage property inspections, safeguarding both yourself and potential buyers while facilitating a transparent and productive viewing experience.

Get Ready for Negotiations

Negotiations typically involve a series of offers and counteroffers. Being well-prepared before negotiations commence is key to achieving your desired outcome. At No Agent Property we include a handy Property Offer Form, which assists with receiving offers for your property. Here are four principles to guide you through the negotiation process:

Maintain Clarity: Stay focused and maintain clarity throughout the negotiation process. Clearly define your goals and objectives to ensure you remain on track towards achieving a favourable outcome.

Set Your Objectives: Before entering negotiations, establish clear objectives regarding what you aim to achieve from the transaction. Whether it's a specific price point, favourable terms (longer or shorter settlement etc), or other considerations. Having a defined set of objectives will help guide your negotiation strategy.

Know Your Limits: Understand your financial and non-financial limits before engaging in negotiations. Determine your lowest acceptable price and any other non-negotiable terms. Being aware of your boundaries will empower you to make informed decisions during the negotiation process.



Plan Your Questions: Prepare a list of pertinent questions to gather essential information from the buyer during negotiations. Understanding the buyer's needs, motivations, and constraints can provide valuable insights that inform your negotiation strategy.

Listen attentively to the buyer's perspective during negotiations. Pay close attention to their requirements and preferences relative to what you are offering. By actively listening, you may uncover valuable information that can facilitate a mutually beneficial agreement. Often, your property will do all the selling! Even agents can't twist buyer's arms to buy a property. The need and desire must be there in the first place.

Simplicity is Key:

When preparing for negotiations, simplicity is important. Anticipate potential issues that may arise during the negotiation process and be prepared with clear and straightforward answers. A useful guideline is to ensure that your explanations are easily understandable, even to a young person. There is no need to complicate things, simplicity is the key.

For example, consider common questions such as why you're selling the property or why you've set a particular asking price. Providing concise and straightforward responses to these questions instills confidence in the buyer and eliminates any potential confusion. This, in turn, helps to streamline the negotiation process and move it forward smoothly.

By keeping your communication simple and transparent, you create an environment conducive to productive negotiations, where both parties can engage effectively and work towards a mutually beneficial agreement.

Remember a buyer has in mind to get your property at the lowest price he/she can. What you have in mind is to get the best possible price for it! Usually somewhere in the middle both parties are satisfied. It is your choice to still with your required price. Remember there will always be other buyers and it is not necessary you accept the first offer made.



NEGOTIATION

Avoid Emotional Attachments:

It's better to maintain objectivity throughout the negotiation process. Stepping back and considering the issues objectively helps you make informed decisions. Avoid rushing into agreements; it's perfectly acceptable to take your time and respond with careful consideration. Insist on receiving offers in writing to ensure clarity and accountability. This is where a Property Offer Form comes in handy. No Agent Property includes a Property Offer Form with all our packages.

Dealing with Multiple Offers:

What if you receive interest from multiple genuine buyers or if you receive your asking price almost immediately? Conversely, how will you handle a slow response from a buyer as your deadline approaches? Prepare yourself for various scenarios and be ready to adapt your strategy accordingly.

Exercise Flexibility:

Negotiation involves finding an outcome that is superior to other alternatives available to you. Consider your options and remain flexible. Explore non-price-related aspects such as the settlement period, deposit, or additional fixtures and fittings. Being open to alternative arrangements can facilitate a smoother negotiation process and increase the likelihood of reaching a favourable outcome.

By maintaining objectivity, exercising flexibility, and preparing for various scenarios, you can navigate negotiations with confidence and increase your chances of achieving a successful outcome.



Understanding The Deposit

Flexible Deposit Terms:

While a deposit of 10% is customary in many property transactions, this amount is negotiable. The specific deposit requirement can vary depending on the terms agreed upon by both parties. If you're offered a low deposit amount like \$1,000 dollars, then the buyer may not be legitimate, plus the remaining monies would not come to you until the property is settled and if the buyer has only given a minimal amount for a deposit, they can easily walk away and you have lost valuable time in selling.

Deposit Handling:

Once the deposit amount is determined, the vendor's legal representative typically holds the deposit in trust until settlement. This ensures compliance with government regulations, as it is a legal requirement that the deposit be held in trust until the transaction is finalised.

Compliance with Legal Requirements:

It's important to note that government regulations dictate that vendors cannot deposit funds for a property directly into their personal accounts. Instead, the deposit must be held in trust, often in an account established by the vendor's solicitor, conveyancer, or settlement agent specifically for this purpose. This ensures transparency and compliance with legal requirements throughout the transaction process.

By understanding the deposit requirements and legal obligations, both buyers and sellers can navigate the transaction process confidently and ensure a smooth and compliant settlement.

No Agent Property has been instrumental in the success of many thousands of Australians who have decided to sell their property without an agent.

The Settlement Process

Pre-Settlement Inspection:

Prior to settlement, the buyer typically has the right to conduct a final inspection of the property to ensure it's in the agreed-upon condition. Plan for this inspection to occur at a reasonable time before the settlement date. This inspection serves as confirmation that the property's condition aligns with what was agreed upon in the contract of sale and is often a condition of the sale.

Day of Settlement:

On the day of settlement, the final balance of the purchase price is paid by the buyer in exchange for the transfer of title to the property. Unless otherwise agreed, possession of the property is transferred to the buyer on the same day as settlement.

For Buyers with Mortgages:

If the buyer has obtained a mortgage to finance the purchase, the banks will handle the transfer of title and coordinate with their solicitor or conveyancer. The buyer's legal representatives will ensure all necessary paperwork is completed and facilitate the transfer of funds for settlement.

Celebrating Your Success:

Now that the settlement process is complete, take a moment to relax and celebrate the successful sale of your property! This marks the result of your efforts and represents a significant milestone in your journey.

Understanding The True Cost Of Real Estate Agent Commission:

Real estate agents often quote a percentage of the sale price of your property, along with marketing fees. These commissions can range from 1.8% to as high as 7% in some parts of Australia. Let's illustrate this with an example: Suppose the commission rate is 3%.

Imagine you purchased your property 5 years ago for \$600,000, and today it's worth \$800,000. At a 3% commission rate, the agent's fee would be \$24,000. However, let's delve deeper into the real percentage you're paying.

When you initially bought the property, you likely paid stamp duty, which let's say amounted to \$31,000. This increases your property's cost to \$631,000. Then, factoring in the \$7,000 marketing fee and conveyancing costs of \$1,500-\$2,000, your total outlay increases to around \$640,000.

Now, when you sell the property for \$800,000, your profit seems substantial at first glance - \$160,000. However, after deducting the additional costs incurred, including agent commission, your net profit decreases significantly. In this scenario, the \$24,000 commission constitutes approximately 6.6% of your profit. This calculation doesn't even account for holding costs such as interest expenses or any renovation costs.

Thus, despite the seemingly modest commission rate, the actual cost of real estate agent commission can significantly impact your overall profit from the sale. It's essential to consider all associated expenses carefully when evaluating the true cost of selling your property.

TO FIND OUT MORE ABOUT SELLING YOUR PROPERTY PRIVATELY
WITH NO AGENT PROPERTY

VISIT OUR SELLING OPTIONS HERE: WWW.NOAGENTPROPERTY.COM.AU

OR CONTACT US ON 1300 850 855

OR EMAIL SALES@NOAGENTPROPERTY.COM.AU