

Choosing an Agency

To sell a home in New South Wales, an agency must have a real estate agent's licence and the agent has an up to date certificate of registration issued by the Office of Fair Trading. You should check on the licence details of all agents you are thinking of using before signing up with your preferred choice. Do a licence check by calling the Office of Fair Trading on 133 220.

- make sure they have a valid licence
- get a list of all their fees
- find out if they have a good knowledge of your area
- ask if they adhere to a code of ethics
- find out information on types of marketing and fees
- ask about their negotiation skills
- enquire as to what sort of print & internet advertising they do

Signing with an Agent

Before the agent can sell your property, they must sign a contract with you, called an agency agreement. An agency agreement is a legally binding contract and it is important that you read and understand it. Your agent will explain it to you and provide you with an Office of Fair Trading brochure.

Signing an agency agreement means that you authorise an agent to do certain things for you in relation to the sale of your property, such as arranging advertising and inspections and receiving deposits from buyers. The agreement must specify what the agent is authorised to do for you and must state all commissions and any other costs you may be liable to pay.

Dealing with Solicitors

You will need to contact your solicitor or conveyancer once you sign an agency agreement with an agent to sell your home. They will prepare a contract for sale and forward such onto your chosen real estate agency, which will then allow the agency to start marketing your property.

What is an Agency Agreement

The agency agreement must state matters such as:

- the services the agent will provide for you
- the amounts of any fees or commission you agree to pay for those services
- the circumstances in which the agent is entitled to payment – for example, commission is usually payable only when the property is sold
- how and when payment is to be made – for example, whether the agent can deduct their commission from the deposit money paid by the buyer
- warnings about circumstances in which you might have to pay commission to more than one agent
- the extent of the agent's authority to act for you – for example, whether the agent is permitted to exchange a sale contract on your behalf or make changes to the sale contract
- the agent's estimated selling price or price range for the property.

Helping the Sale

BEFORE SPENDING NEEDLESS TIME AND MONEY ON RENOVATIONS OR REPAIRS, CONSULT YOUR RE/MAX SALES CONSULTANT FOR THEIR PROFESSIONAL OPIONION ON HOW TO IMPROVE YOUR CHANCES OF A SALE OR THE RESULTING SALE PRICE.

Think safety. Home owners learn to live with all kinds of self-made hazards like extension leads, low-hanging overhead lights and toys on the stair case. Make sure there are no hazards likely to catch uninitiated visitors. Remove any items that you don't intend to be a part of the sale—a special light fitting for example—before you allow any inspections.

Potential buyers often feel like intruders when they enter a home filled with people. Rather than giving your house the attention it deserves, they're likely to hurry through, so try to keep the number of people present nil.

Don't turn your home into a second-hand store. When prospects come to view your property, don't distract them with offers to buy the furnishings you no longer need. You may loose the biggest sale of all.

Keep a low profile during inspections. Nobody knows your home as well as you do, however RE/MAX sales consultants understand the buyers best—what they need and what they want. If you must be in the house at the time of an inspection make sure you keep a low profile.

Your RE/MAX consultant will find it easier to discuss the benefits of your home if you are not present. When prospective buyers want to talk price, terms or other real estate matters, let them speak in privacy. Your RE/MAX consultant has all the necessary skills and qualifications to discuss these important matters with the buyer on your behalf and bring negotiations to a favourable outcome.