

MEYER
REAL ESTATE

SELLERS

THE COMPLETE HOME SELLER HANDBOOK

Navigating the Process of Selling your Home



SELLERS

WHAT THEY SAID...

“

10 out of 10.

Right from the first conversation we had about selling our home, Paul spoke to us with careful consideration and showed an in-depth knowledge of the current market.

He presented then delivered an ingenious marketing plan unique to our property.

We really appreciated his detailed approach to everything to do with the preparation and then selling of our home. Paul at all times displayed integrity, kindness and confidence which left us feeling in safe hands. Paul kept us informed of all aspects throughout the process, and for these reasons and more, we can highly recommend Paul to market and sell your home.

”

- DEB + SHANE, HOME SELLERS

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Paul Sumich



Just a Piccolo drinking, bike riding Real Estate Pro who loves 90's hip hop.

My entrepreneurial spirit, outside the box thinking, and attention to detail has set me up extremely well to help you navigate your property transaction.

The Details

→ Passionate about Property, Coffee, and Bikes

→ 102 Families helped move

→ 51 Home sellers served

MEYER TEAM

BY THE NUMBERS

At Meyer Real Estate, we take immense pride in being among the top Real Estate advisors in the industry. With a track record that speaks volumes, and our 95%+ success rate, it assures you that you're in safe hands.

Our commitment to excellence and passion for delivering exceptional service is what sets us apart.

We're proven, innovative & driven.



Success Rate



Properties Sold



Active Buyers

PAUL SUMICH

NOTABLE SALES

→ 25F TUTUKAKA BLOCK RD



three



two



two

WATERFRONT

PRIVATE BEACH

BOAT MOORING

UNIQUE BACH

WHY IT WAS NOTABLE: Highest price per square meter waterfront property sale.

→ 39 MAUNU ESTATE DR



five



two



five+

LIFESTYLE PROPERTY

GATED SUBDIVISION

4HA OF LAND

MODERN HOME

WHY IT WAS NOTABLE: Sold for over \$125,000 above reserve at Auction.

→ 1 DRUMMOND ST



three



two



one

CHARACTER

REGENT SUBURB

BUNGALOW

MODERN RENO

WHY IT WAS NOTABLE: Sold for \$75,000 above the cash pre-auction offer

NOTE: THESE PROPERTIES WERE SOLD WHILE AT PREVIOUS AGENCIES



THE PAUL SUMICH SELLING

PROCESS

From prepping your home for listing to negotiating offers, we've got it all broken down week by week, making it a breeze for you to follow.

The Timeline



PREP WORK

Personal belongings stored, staging is done, professional photos are taken, and the property video is shot.



OFFERS

We'll review any offers received on your property and ensure you have a clear understanding of the terms and conditions presented by potential buyers.

A MONTH OR MORE OUT

PRE-WORK

Any minor repairs (like tightening loose door handles or replacing chipped plug covers), renovations or painting is done.

ONE - TWO WEEKS OUT



LAUNCH WEEK

SHOW READY

Time to show off your perfectly polished home, bring through our most active buyers, and host a couple of open homes.

ON THE MARKET



PRE - SELLING

PREP

One key aspect is taking care of small repairs and giving your home a fresh coat of paint. Fixing any minor issues, such as leaky taps or squeaky doors, can create a positive impression and show that your home has been well-maintained.

Prep to Sell CHECKLIST

GENERAL MAINTENANCE

- Oil squeaky doors
- Tighten doorknobs
- Replace burned-out lights
- Clean and repair windows
- Touch up chipped paint
- Repair cracked plaster

CLEANING + PREP

- Shampoo carpets
- Clean washer, dryer, and tubs
- Clean/Service heatpump
- Clean fridge and stove
- Clean and freshen bathrooms
- Clean and tidy entrance
- Polish door hardware
- Paint doors, railings, etc. (if needed)



KERB APPEAL

- Trim shrubs and lawns
- Mow lawns and sharpen up edges
- Pick up any litter
- Clear walkway of leaves
- Repair gutters and eaves
- Touch up exterior paint
- Wasterblast paths and driveway



LETTING PEOPLE KNOW

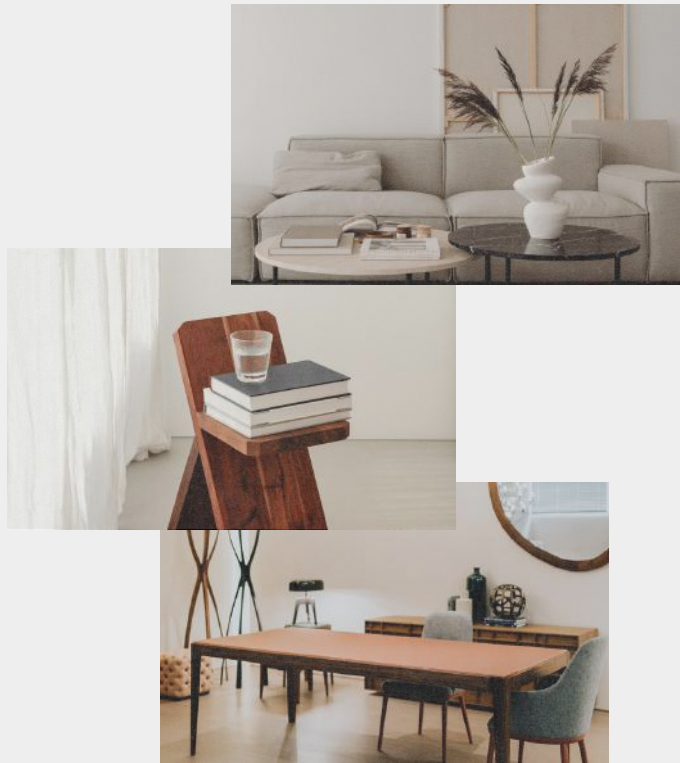
MARKET

Marketing your home for sale is essential to attract buyers and increase its visibility in the market. A strong marketing campaign generates interest and urgency.

This is the true 'secret sauce' leading to a faster, more successful sale. When you engage us for your property sale, we will go over our entire customised plan for you in detail.

Professional Photos

From stunning exterior shots that highlight kerb appeal to expertly framed interior spaces, our photos make a lasting impression.



Social Media

Our social media expertise ensures maximum exposure and attracts many interested buyers. By generating high visibility and creating a buzz around your property, we drive engagement and achieve successful sales.



Print Material

With beautifully designed open home booklets - that are more house & garden magazine than promotional flyer, high-quality print ads, and eye-catching unique for sale signboards, we leave a lasting impression on potential buyers.

Property Video

If a picture says a thousand words, then a quality video showcasing your property must be 10x that level of impact. It engages buyers to come and see more.





GENERATING ACTIVITY

VIEWINGS

As a home seller, viewings are a crucial part of selling, allowing potential buyers to visit and explore your property in person.

Viewing Tips

Tidy rooms are essential, but don't forget to declutter and make pantries, cupboards, and wardrobes impressive too. Viewings need extra care, so here's a list of tips to keep in mind for your home.

→ **KEEP BEDROOMS TIDY AND MAKE BEDS DAILY**

→ **SINKS SHOULD BE CLEAN AND EMPTY**

→ **ALL SPACES SHOULD REMAIN UNCLUTTERED**

→ **PETS (AND TOYS) SHOULD BE OUT OF SIGHT**

→ **CARPETS AND FLOORS SHOULD BE SPOTLESS**

→ **CURTAINS DRAWN AND AMBIANCE LIGHTING ON**

→ **LAWNS MAINTAINED AND DRIVEWAYS CLEAR**



MAKING IT HAPPEN

NEGOTIATE

Negotiating is a critical phase in selling your home, and being well-prepared can make all the difference in achieving your goals. Here's what you need to know about how negotiations work:



When it comes to negotiating with buyers, we play a critical role in securing the best possible deal for your home.

We are skilled negotiators with a deep understanding of local market dynamics.

First and foremost, we will act as your advocate, always working in your best interests.

We will strategise and adjust based on current market conditions and recent comparable sales to determine an optimal asking price and potential negotiation points.

During the negotiation process, we will maintain open lines of communication with buyers, handling counteroffers and requests for repairs or adjustments to any agreements.

Our experience and expertise enable us to identify serious buyers and navigate the complexities of negotiations with finesse and a level of fairness to all parties.

Rest assured that we will keep you informed at every stage, providing insights and guidance while respecting your decisions. Our primary goal is to achieve the best possible outcome for you, ensuring a successful and satisfying selling experience.



WE ARE DONE

SOLD!

Pop the champagne! It's time to celebrate, embrace all the incredible possibilities that await, and celebrate this epic milestone in your life.

MOVING CHECKLIST

TWO MONTHS BEFORE

- Start downsizing and donating old and unwanted items
- Research moving costs and companies
- Collect school records and transfer
- Order packing supplies

2-3 DAYS BEFORE

- Plan expenses for moving
- Defrost your fridge
- Clean as you continue to pack
- Pack things you will need right away separately in an overnight bag

ONE MONTH BEFORE

- Change your address and send moving notifications to friends and family
- Find local healthcare providers and shopping necessities
- Buy any new appliances or make plans for what to buy

MOVING DAY

- Do a final walkthrough
- Keep all receipts
- Pre-clean, seal any windows or doorways
- Check for damages in your new home that will need to be fixed
- Unpack and have fun!

TWO WEEKS BEFORE

- Contact utilities
- Finalise moving arrangements





Integrity and Professionalism sums up our experience with Paul.

Paul was given a clear picture of our expectations for our property. He gave awesome hints and guides to ensure our property was ready for market in the best possible way. His thoroughness and attention to detail were exceptional. He succeeded in getting a result that exceeded our expectations.

We could not have been happier.

Paul is highly recommended.

- DAVID + GLENDA, HOME SELLERS & BUYERS

*There's no
place like
home*



Helpful and Professional

We found Paul to be very helpful and professional. He went above and beyond his job description to make the process easy for us. We would definitely use him again if the need arose.

JOSEPH + ANNA

Talk of the Town

Easy, hassle-free,
and very
successful sale.

Thanks so much for an easy, hassle-free, and very successful sale. The sale was well planned out and well executed using furniture staging (as it was an empty home), stunning photos, a walk-through video, and a marketing plan. We knew day by day what was happening and got the result we wanted. Definitely would recommend Paul Sumich!

MIKE + TANIA



Brilliant agent

From our first email exchange, negotiations, Zoom walk throughs , a Zoom final inspection and him answering every question I had for him, made this real estate transaction one of my absolute favourites!!!! He went above and beyond, nothing was too hard and I loved his refreshing honesty!!! Can't wait to meet him in person and see my amazing new property in real life.... if lockdown ever ends. Thank you Paul!! Highly recommend to all.

LEONA + CHRIS



Excellent professional support

Paul was both very friendly and professional. He was able to provide sound reassurance and excellent communication in times of uncertainty. I would recommend Paul's services to a friend.

AMY

Crab goals!

Meyer Team

FEE INFORMATION

3-4%



Fee for Service

- We are not the most expensive, and we're not the cheapest. People that work with us say that we are by far the best value.
- We discuss further with you once you engage with us.
- If you're concerned about fee now, don't be. We are an investment in your successful sales campaign.

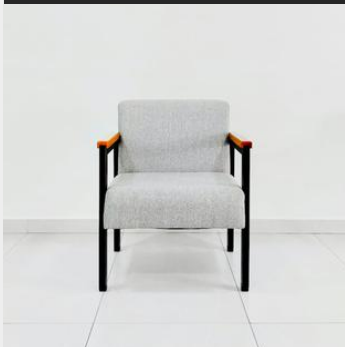
0.5-1%



Marketing Component

- This is the recommended range based on your homes sale price.
- For a \$1.5m sale - would be a marketing budget of approx \$7,500.
- Less than 0.5% means too many compromises have to be made.

6-8%+



vs Selling Yourself

- Using a Real Estate professional to handle your sale nets you more.
- A difference of between 6-8% on a sale price is significant.
- Taking into consideration fees and marketing, you can expect on average, 2-4% more net proceeds from your home sale, compared to trying to sell privately.



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MEYER

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