

2025 SELLER'S GUIDE E-BOOK

YOUR TRUSTED PROPERTY
PROFESSIONALS





THE COMPLETE GUIDE

**TO
MARKETING
YOUR HOME**

**EVERYTHING YOU NEED TO KNOW TO PREPARE
TO SELL YOUR HOME SUCCESSFULLY**

Helping you prepare your home for showings so it's more attractive to buyers & strategically pricing your home to get top market value



EZI PROPERTIES

**WE ARE HERE
TO HELP YOU
EVERY STEP OF
THE WAY**

**WE HAVE BEEN HELPING CLIENTS TO SELL
THEIR HOMES SINCE 2005**

Our local presence gives us the benefits of a wide referral and marketing network as well as the expertise of our local property professionals who have an extensive knowledge of the areas where they live and work

Let's Get Going!

CONNECTING.. SELLING.. SUCCEEDING!

We would like to thank you for the courtesy in allowing EZI PROPERTIES the opportunity to provide you with a comparative market assessment (CMA) as to what your property could sell for in the current market.

Our first goal is to help you set a price that represents market value, without overpricing the property so that it does not sell. This can only be accomplished by thoroughly understanding the market. In this booklet you will find significant information that will help you feel confident that you are being represented by agents and an organisation that are highly professional and competent.

With on our expertise and knowledge of the region, we will deliver a detailed written estimate of what you can sell your property for, based on similar properties recently sold and others that are still available to purchase in your immediate surrounding neighbourhood. This proposed selling price will be based on current market conditions and could change as and when you decide to list your property on the market.

Bear in mind that unforeseen factors involving the performance of world economies, politics or inflation could impact positively or negatively on the South African economy. It is vital to continuously measure market response to the property once it is offered for sale, as well as to monitor market trends in the area and make the necessary adjustments in price if needed. This is why feedback from agent to seller is so critical and why it is advisable to select only one agent to manage the marketing of your property correctly.

Assuring you of our best attention and service at all times.



EZI PROPERTIES



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WHY DO YOU NEED A REAL ESTATE AGENT?

01

Our responsibilities to you include complete disclosure, loyalty, and confidentiality

06

We also assist you, if necessary, in finding any home-related services you might need

02

We will extensively market your home to get you the best offer

07

We help you determine the best asking price for your property

03

We maximize the number of buyers who know about the sale, request showings and make offers

08

We ensure that the mandatory items are signed, sealed, and delivered on closing day

04

We update you on market changes that could affect the Sale of your Property

09

We assist you in arranging for a moving company and relocation agent, if needed

05

We manage contractual and transaction details for your needs

10

And lastly remember we have more experience & are professional negotiators





BEFORE YOU PUT YOUR HOME ON THE MARKET

Selling your home is a legally binding transaction, and if you are not too sure of what you're doing or all the steps to proceed with, it could lead to liability issues.

Hiring a real estate agent who can help guide you through the sale will surely make this often-stressful process much easier.

- ANDRE KLEYNHANS
CEO



EZI PROPERTIES

FIRST-TIME HOME SELLER GUIDE 🏠



- Complete any outstanding home improvements
- Price your home competitively
- Stage your house to sell
- We will market your listing effectively via social media and property portals
- Let your agent handle the offers & negotiations, after all, this is what you are paying them to do
- Once we have closed the deal, the real work starts

LET'S GET STARTED!

Determine the market related Selling Price

The selling price is often a major hurdle for sellers to overcome when putting their home on the market. Factors such as what you paid for it, upgrade expenditure and how much income you need from the sale of your home in order to make your next home purchase cannot be factored into the selling price.

We have a vested interest in selling your property, therefore we need to focus on pricing it fairly according to its current market value. Our real estate agent will help you determine your property's market value correctly.



Boost Curb Appeal

The Curb Appeal is the first impression that potential buyers will have of your home. Keep the lawn well maintained. Add flowers, whether in a bed or as potted plants. Ensure that there's plenty of lighting to accommodate evening showings.

You need your home to look its best. Sometimes you can have a potential buyer who will drive by and see a For Sale sign. The look outside matters most at this time.

Stage Your Home

Staging your home is basically arranging your home and the rooms in the clearest and most aesthetically pleasing way. While there are companies that you can hire for this, you can do the work yourself and save some money.

Staging your home is one of the major factors that determine your sale.



When selling your home, the goal is to sell it quickly and for the highest possible price. You can increase your chances for a sale if you stage your house before listing it.



STAGE YOUR HOME

BE NEUTRAL! For details like paint colors and furniture styles, use neutral tones. Ensure you appeal to the majority buyers rather than focusing on bright coloured trends.

DE-CLUTTER AND MORE DE-CLUTTER

Decluttering an entire home is a big job. The best way to tackle it is in stages. Step by step for each room. Invest in stylish storage solutions that will allow you to stash your items.

Buyers begin judging your home the moment they step inside and, unless they're looking for a deal on a fixer-upper, they prefer homes that are well-maintained, clean and decluttered. Another tip is adding Scented candles or fresh flowers which can add a warm and welcoming feel to the main space.

SMART HOME MAKEOVERS YOU CAN CONSIDER



Sometimes a small investment in money can give you a big edge over your competition and generate a much faster sale at a higher price for your home.



Bathroom - Opt for good bright lighting, clean and clear mirrors, attractive fixtures and materials, plenty of storage and neutral colors.



For the Kitchens some new paint, floor covering and fixtures or replacement of cabinet doors and drawers



Home Exterior - Fix or replace anything damaged such as the gutters, windows, shutters, screens, patio, light fixtures, porches and steps.



Why Decluttering is Key: cluttered homes tend to appear smaller, less full of air and light, and somehow requiring of more maintenance.

Our real estate professionals can advise you on which renovation is key as an overall investment.

PRICING YOUR HOME

Pricing your home can be tricky. Aim too high and your home might sit on the market for months, and possibly not sell at all. Price it too low and you miss the potential for a more lucrative outcome.

Allow room to negotiate, adding a bit of a cushion to your asking price. 90% chances are your offers will come with a bit of wiggle room for the asking price.



I will forever believe that buying a home is a great investment. Why? Because you can't live in a stock certificate. You can't live in a mutual fund.

-OPRAH WINFREY

It is good to do some research online as well as in person. You can find out a lot about your local market through research on property websites.

You can also visit open houses in your area and make some comparisons with your home in terms of location, size, features and home condition.

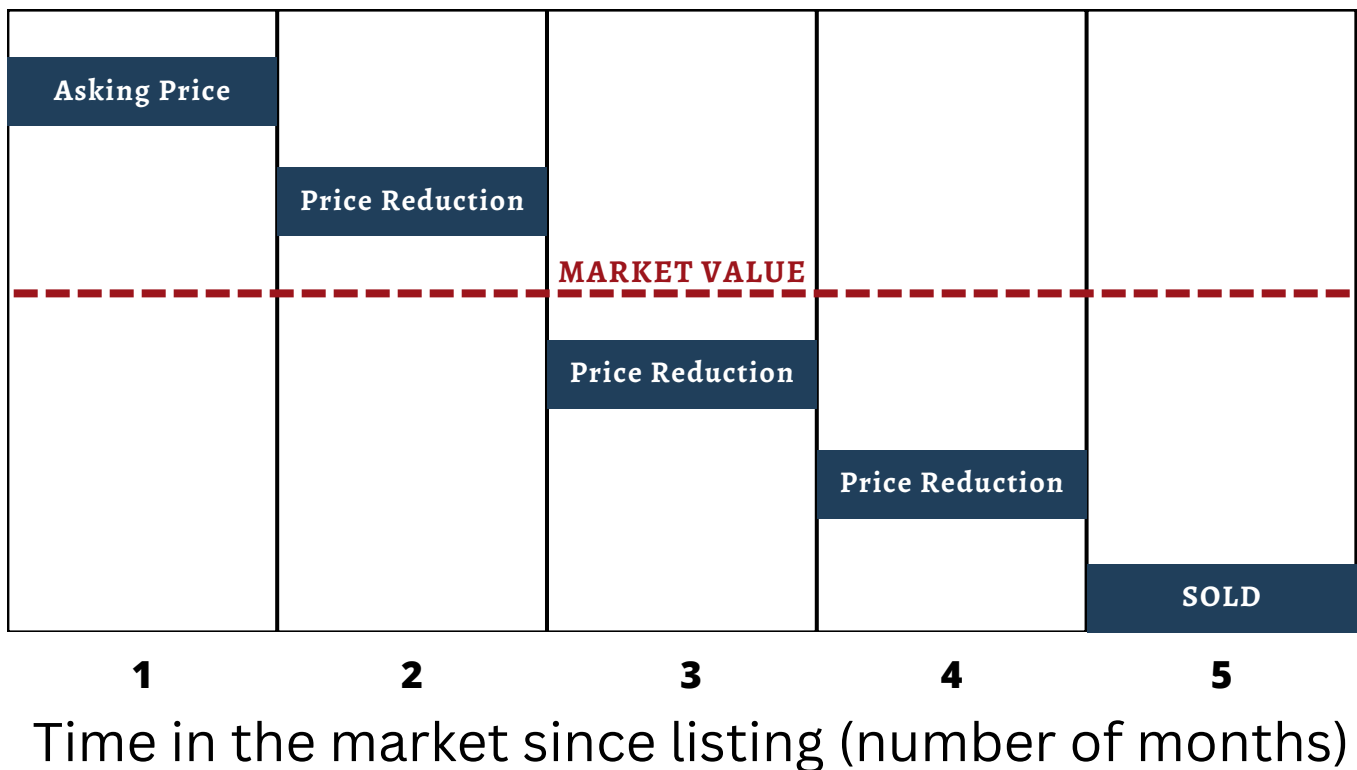
More importantly is to get a comparative market analysis (CMA) from a real estate professional.

The CMA is a document that presents pricing information, property details and photos of homes similar to yours that recently sold, failed to sell, or are currently on the market in your area.

Strategically pricing your home will help you get top market value when selling your home.



AVOID THE PITFALLS OF OVERPRICING



There is no point in “coming down” in price once the majority of buyers have moved on the more realistically priced properties

We want to achieve the best possible price for you, however the price must be market related.

Most buyers will only look at homes in their price range. The average buyer looks at about 14 homes before making a final decision. It is therefore essential that your home compares favourably.

Your property must be able to compete with other properties in the market –
Incorrect pricing leads to disappointment.

POINTS TO CONSIDER ON YOUR PROPERTY'S FINAL SELLING PRICE

- Do not risk being in the market too long - over exposure leads to the property nobody wants
- Selling a home is a personal and emotional process where Sellers are emotionally attached to their home, and buyers are not.
- In general unskilled agents tend to value your property too high. Why ? It is the easy route, no conflict with the Seller
- Buyers will hardly ever return or reconsider a property, even if the price has been reduced
- What is your home really worth ?

Remember - It is what a willing and able buyer is prepared to pay for your property in the present market

HOW DO WE ARRIVE AT THE CORRECT SELLING PRICE FOR YOUR PROPERTY?

- Comparative market comparison (CMA) supported by statistical data
- Previous sales in your street and surrounding area
- Current properties for sale in the area
- Visually comparing properties

“the average buyer” will not pay more for a property than it would cost him to buy a similar property providing similar benefits

Far and away the best prize that life offers is the chance to work hard at work worth doing



MARKETING

The Internet has revolutionised real estate advertising. It is compulsory that you select a real estate professional with a robust online marketing strategy.

WHAT BUYERS LOOK FOR ON REAL ESTATE WEBSITES

- Property photos
- Detailed property information
- Virtual tours
- Real estate agent contact information
- Neighborhood information

It's crucial to highlight your community's amenities – like proximity to schools, shops, restaurants, and parks, as well as other benefits that impact lifestyle. Your agent has access to the kinds of detailed community information that buyers want.



While the Internet is now the best real estate listing information source of choice, if you want to maximise the number of serious buyers, showings and offers to buy your property you have to consider that a for sale sign in front of your property accounts for 30% of the leads your agent will receive.

MAXIMIZING A PROPERTY'S EXPOSURE

Professional agents have a wide range of options for maximising a property's exposure, including:



EXTERIOR

Fix or replace anything damaged or worn, such as patio and deck, gutters and eaves, windows, screens, doors, light fixtures, porches, steps, walkways and fences



FIXTURES

Fix doorbells, tighten loose doorknobs and oil squeaking hinges. Green-up dry lawn patches, plant extra flowers for color, place potted plants beside the front door



INTERIOR

Shampoo carpets and rugs, replace if necessary. Add organizers or shelving for the garage. Brighten interiors with a new coat of paint in light, neutral colors



DECLUTTER

Cluttered homes tend to appear smaller & look like it requires more maintenance.

Clutter-free homes seem brighter and spacious, appear cleaner & require less work.



PHOTOGRAPHY

The average buyer spends less than a minute looking at listings online before deciding whether to see a home in person. With a tight time frame, it's important your home is represented at its best through great photos.



YOUR PROPERTY LOOKS GREAT! NOW IT'S TIME TO GET IT READY IN ORDER TO SELL

TIPS TO SHOW CASING YOUR HOME

#1

If you've painted in neutral tones, add touches of color with accessories

#2

Open all doors and windows beforehand to circulate fresh air in the rooms

#3

If possible, bake cookies or put a pan of cinnamon in the oven to create a warm and inviting aroma

#4

Ideally, pets should be unseen. Pet areas should be clean and odor-free. Not everyone may share your love of animals

#5

Floors should be clean, carpets and rugs vacuumed

#6

Trash and recycling bins should be cleaned up, tidy and odor-free

#7

Pick up toys, remove all clutter, ensure beds are made, put clothes away

#8

Place fresh flowers where they'll stand out

#9

Remove all cash, jewelry and small valuables from the rooms view





Why you should list and mandate with a trusted professional from EZI Properties



- Our team is dedicated to getting you the best possible price for your property
- Selling your property will happen in a reasonable period - normally within 3 months (depending on area)
- Our property practitioners has access to the best and latest technology, combined with a strong support system
- Security and safety considerations - we only view by appointment, with controlled access and care to the safety of your family
- Increased exposure and the utmost accountability from our team of professionals
- By committing to a mandate with our agent, we do not waste your time and more money is spend on marketing and advertising your home
- When you only deal with one agent, you get a higher price offered for your property, whereas multiple agents working on a property screams desperation.

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EZI PROPERTIES

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