Preparation For Sale

READ FIRST, BEFORE ANYTHING ELSE IS BOOKED

The whole journey on one page, numbered in the order it happens. Work down the list and nothing important gets skipped, from the first phone call to the sold sign.

The Steps

#	Step	Done
1	Engage your conveyancer early (in Queensland and the ACT this work is done by solicitors), before you market: contract and disclosure preparation starts now, and in NSW and the ACT it must exist before marketing begins.	
2	Let your conveyancer drive the paperwork: they prepare the contract and disclosure documents and will tell you exactly what they need from you. Handing over what they ask for is all that sits on your plate.	
3	Prepare the property: tidy, fix the small things, and present every room, the frontage and the sheds the way a buyer should first see them.	
4	Get the photos: good light, tidy rooms, the strongest image first. For acreage, drone shots earn their money. The Photos That Sell guide covers it.	
5	Write the description: lead with the strongest facts, keep it honest, and let the headline do real work.	
6	Set your price from the evidence of comparable sales, arriving at a defensible range rather than a hope.	
7	List the property on Title Sales: photos, description, price range, category and features, then check it reads well on a phone.	
8	Share the listing to Facebook, Instagram and anywhere your buyers gather, using the share tools on your listing, and reshare when something changes.	
9	Build your For Sale sign with the sign creation tools, your phone number large enough to read from a moving car.	
10	Print the sign at Officeworks or a local print shop: weatherproof corflute board lasts the campaign.	
11	Put the sign up where passing traffic actually reads it, and check it is still standing after weather.	
12	Engage with buyers: reply within the hour, answer questions straight, and book inspections on the spot. Speed is your biggest edge.	
13	Negotiate in writing and keep it courteous: counter with the Counter-Offer Letter when the number is close but not right.	
14	When you agree in principle, complete the Sale Terms Summary together and hand it to both conveyancers. Deposits go only to a trust account, only under the contract.	
15	Track the milestones to settlement with the Sale Progress Tracker, then mark the listing Sold and post your final price.	