

Invaluable for great ideas and help  
for sellers to get ready

# GETTING IT DONE!

**DISCOVER HOW TO MAXIMISE THE SALE OF  
YOUR HOME IN A CHANGING MARKET**

**PAUL SUMICH**



DON'T TALK,  
JUST ACT.  
DON'T SAY,  
JUST SHOW.  
DON'T PROMISE,  
JUST PROVE.



# WELCOME

This book is with compliments from  
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**EVERYONE HAS  
A PLAN,  
UNTIL YOU GET  
PUNCHED IN THE  
FACE.**



# WHAT HAPPENS NOW?

The Coronavirus situation has punched a lot of us in the face, there is no doubt about that. Firstly, I'd like to say that I send my love, thoughts, and best wishes for the health of you and your loved ones. We will get through this together. So, what do you do after you've been punched in the face?

## YOU GET BACK UP.

We are fighters, survivors, we care for people, and we want to always leave a room brighter than we found it. Whatever the market is doing, none of that changes.

If you are thinking of selling, or need to sell your home, and now you don't know what to do, then this book will help you get clear about how to achieve a result in a changing market. It will help you think about things you can do to get ready for selling in our 'new normal' - to be a seller that has confidence in achieving a result no matter what the market is doing.

I'd like you to remember that in this current climate, and our 'new normal' more so than ever it is:  
Health over wealth. Stay safe. Look after those close to you.



IT'S NOT A  
QUESTION OF IF THE  
PRICE OF REAL  
ESTATE CAN BE  
INFLUENCED...  
IT'S A QUESTION OF  
BY HOW MUCH.





## HOW TO SELL IN A CHANGING MARKET.

If you're selling real estate soon, my mission is to pass on my real estate experience, to help you make the best selling decisions, and achieve an outcome that exceeds your expectations.

I'm going to take you through a proven process of what needs to happen to sell above market value regardless of where you are located, what your market is doing, or your reason for selling.

The first, and probably the most important thing to know is that you only get one shot at this. There really is no second chance to get it right the first time.

In a few weeks or months from now, you'll be thinking one of four things when it comes to the sale of your property:

1. You're still on the market and no closer to a sale. It's stressful and frustrating.
2. You'll think it was the worst possible experience of your life. You sold too cheap and the buyer got a bargain at your expense.
3. You'll be indifferent. You got a sale and the price was okay.
4. Or you'll be delighted at the price and the terms your agent secured on your behalf. It was not only a great real estate selling experience, you're confident the maximum price for your home in the current market was achieved.

I'm sure you're looking for number four, so in order to do that, I'm going to explain what needs to happen between now and then to help you get there.

## LOGICAL VS EMOTIONAL

It's common knowledge inside the real estate industry that a property will sell for somewhere between a logical price (the low end) and an emotional price (the high end) Let me explain.

Establishing the likely selling price range for any property is largely based on recent sales evidence of similar properties sold in the area. In other words, it's reasonable to assume a home will most likely sell for a similar price to a similar recent sale.

That's the logical conclusion of a current market analysis exercise.

But what about a home that hits the market and immediately creates a 'buzz'? This home might not differ much from other recent sales of similar homes nearby but it has a special WOW factor that has buyers tripping over each other to make an offer.

Such a home will usually sell quickly and for a surprisingly good price that defies any logic. That's what we call an emotional price, and any seller, armed with the right advice and information, can achieve the same result.

This makes the initial price range decision very important.

It also changes which selling method and process you're going to go with. Selling above market calls for an experienced agent who knows what to do, including which buyers to target, how long the property should be on the market, and the ideal pricing strategy.



**WHEN EQUIPPED  
WITH THE RIGHT  
INFORMATION AND  
ADVICE,  
EVERY PROPERTY  
SELLER CAN  
INFLUENCE THEIR  
SELLING RESULTS**



## DON'T GO IT ALONE

Can I suggest you team up with your agent as soon as possible to prepare your home for market? Here are four reasons why:

1. Pricing and positioning: Your agent will be able to assess your likely selling range from recent comparable sales in your area and work with you to arrive at the best selling strategy.
2. Resources: Your agent will not only know what needs to happen prior to your campaign commencing, they will usually have access to the best contractors and tradespeople. A good agent will work with you to help you leverage their connections to get you reliable help at competitive prices.
3. Operational Skill: The sale of real estate is a living breathing thing. From the moment your marketing campaign begins through to contract and handling post-sale conditions like finance or a building inspection, you need an experienced operator in your corner, fluent in every aspect of the process and ready to act and advise you when required.
4. Navigating numerous negotiating possibilities: A great agent earns their fee-for-service by helping you through the critically important negotiating process. So many potentially great outcomes are sabotaged at negotiation because of poor decisions and the wrong advice. Will you be negotiating with one buyer or could it be five? An experienced agent will give you a very valuable edge when it comes to negotiating a sale above market.

## THREE COMMON GOALS

The best agents I know all share three common goals when helping their clients.

Goal 1. Decide on the best strategy to help their selling client achieve a sale at the highest possible price on the best possible terms.

Goal 2. Make sure the property is sold in a reasonable time. (more about this in a moment)

Goal 3. Ensure their client "the seller" enjoys the best possible real estate experience.



**PROPERTY IS ONE  
OF THOSE RARE  
THINGS WITH NO  
RECOMMENDED  
RETAIL PRICE.  
I HAVE SEEN VERY  
SIMILAR HOMES  
LOCATED SIDE BY  
SIDE SELL FOR  
COMPLETELY  
DIFFERENT PRICES.**



## NO RECOMMENDED RETAIL PRICE

Unlike almost anything you can think of, real estate has no specific recommended retail price. That's its special power and means every seller, armed with the right information and support can influence his or her selling price. When you engage real estate buyers with a positive emotional viewing experience, amazing things happen!

Things like awesome buyer feedback and requests for a second or third viewing. Things like multi-buyer interest right out of the gate. And things like a bidding war at an auction that might result in a selling price well above expectations.

If you'd like to find out exactly how to go about making your property irresistible to buyers regardless of current market conditions or where you're located, then keep reading, because my mission is to show you exactly how to do it.

I'm going to take you through the tried and true real estate marketing success formulas top agents employ to make sure their selling clients achieve the very best result. These are the strategies that the very best real estate professionals bring to the table. The proven ideas and concepts that set them apart from the rest because they not only care, they know their reputation is only as good as the result they achieved for their last client. I'm in the trust business, and I want to get the very best possible result for you.

We're talking large amounts of money that, in many cases, will have a major impact on the next phase of the owner's life, including what they might buy and where.

We're also talking about managing expectations and having the marketing ability to change course quickly if necessary. The marketing of any property is essentially a campaign that needs constant monitoring and guidance. It's never a set-and-forget proposition.

When you're selling real estate, everything matters and everything is important. And don't be confused by the word 'home'.

A home is any place you permanently lay your head and enjoy security and protection from the elements. It's where you retreat after battle and celebrate after victory.

It's where you protect your loved ones and get together with friends.

No matter where you live or who you are, your home is your castle, which is why it evokes so much passion and emotion, and why it's almost impossible to value sight unseen.

There is no other investment so essential to our needs, with the potential to increase in value over time like real estate.

Look around. Your car, your clothes and your phone begin losing value the minute your purchase is complete. But not real estate, which is why good property is always in great demand.

Taking the time to work with your agent and follow these proven strategies will help you sell for the best result in your current market.



**THERE ARE ALWAYS  
TWO COMPETING  
FORCES AT PLAY -  
SUPPLY,  
AND DEMAND.**



## UNDERSTANDING PROPERTY CYCLES

You're most probably familiar with the term 'property cycle', but may not know exactly what it is, what factors influence the cycle and what it means to both buyers and sellers.

Property cycles are controlled by two competing forces. Supply (the number of properties for sale) and demand (the number of people looking / able to buy a property). If demand exceeds supply, property prices will increase. If new supply comes on the market, from developments or property owners and it exceeds demand, prices will drop.

As the population grows, demand also increases for properties - both for renters and home buyers. As people start to buy and rent properties the value of property slowly increases - the simple forces of supply and demand.

At the same time, developers and builders start building new buildings to put on the market, savvy investors and homeowners looking to capitalise on the price rise also list their property for sale. This leads to an oversupply of dwellings which eventually results in a reduction of home values and rent.

There is no exact science when it comes to predicting when a property cycle is going to turn, however there are some factors that can influence the cycle. It's these factors that economists take into consideration when making forecasts.

What factors can influence a property cycle?

- Willingness of home loan lenders to lend money
- How much money a buyer can borrow and therefore spend
- Broader employment outlook and unemployment rates
- Local infrastructure projects that can impact demand
- The rate of property price growth / decline
- Vacancy rates for investment properties
- Whether there are suitable properties on the market to suit buyer needs
- Interest rates
- The overall state of the economy
- Overall business confidence in the community



**THERE IS NO  
SECOND CHANCE  
TO GET IT RIGHT  
THE FIRST TIME.**





## WHEN IS THE RIGHT TIME TO SELL?

There is no right time to sell your property, it really comes down to your individual circumstances.

There are however a few key milestones that often trigger people to sell.

- You get a job in another state or region
- Your family is growing, and you need more space
- An improved financial situation and you're keen to upsize
- You want to unlock some capital
- You want to realise profit on an investment
- You want to reduce your debt
- You are looking to downsize and simplify your life
- The perfect property goes on the market and you want to buy it

Now you understand some of the triggers to sell, let's look at the different seasons and the benefits they offer.

There are key benefits to selling in any season, it really depends on your property, its location and your preference.

### SPRING

Typically this is the most popular selling season. The cold winter weather has passed, gardens are starting to bloom, and people are feeling optimistic. If your property has a beautiful garden this time could be ideal to showcase your outside area. It's also a good time to sell a property that may struggle in the cold and heat or one that can be a bit dark in winter.

### SUMMER

Many buyers who missed out in Spring, are keen to buy before holiday season begins, they also like the idea of a new home before Christmas or the New Year. So, putting your property on the market can mean your property stands out in an undersupplied market, during a time when buyers have more time to spend searching. Additionally, if your property is near the beach or waterway, has a pool or large garden, then summer is the ideal time to show your property off at its best. In addition, properties that are cold and dark can look much more attractive on bright summer days.

### AUTUMN

Autumn is proving to produce excellent results for sellers. Buyers have well and truly settled back into work and school and their focus often shifts to bigger decisions like buying a property. The weather is cooling, the leaves are turning and gardens are still looking amazing. Late Summer / Autumn represents a sweet spot for sellers as it enables sellers to miss the competitive spring selling season but still benefit from a keen buyer market and good weather conditions.



**KEEP IN MIND, THE  
MISSION IS TO CONVERT  
VISITS ONLINE, TO A  
PHYSICAL INSPECTION  
OFFLINE.**



## WINTER

Whilst it has a reputation of not being a good time to sell, winter does offer some key benefits for sellers. The market is often quieter with less stock available. Buyers who are keen to purchase in winter are often highly motivated and given the lack of buying options are often willing to pay more. Homes that present well in winter – perhaps they have a fireplace, or a cosy and warm atmosphere do well in the colder months, you just need to make sure the open homes are scheduled when there is maximum warmth and light and the property is kept cosy.

## THE ENEMY

When you're on the market, the enemy is all the other homes for sale similar to yours in condition, features, location and of course, price. These other listings are all competing with your home for buyer attention. As I've already said, there is no second chance to get it right the first time. If a buyer dismisses the chance to discover more about your property for sale, you've missed a very important opportunity.

History tells us the buyer will seldom revisit the idea of viewing your home because, for whatever reason, they don't see themselves in the picture. It's just not on their radar and this is one of the biggest mistakes sellers make.

On that big day when your home hits the market, it's essential you have the odds stacked in your favour because you want to make sure you're on the radar of every possible buyer. It's a really big deal because you're going out to the world and the effort you and your agent have made leading up to now will determine your success.

Have you ever looked at a home in poor condition? I don't mean rain coming through the roof or unsafe-to-enter. I'm talking about a home that's seen better days. The real estate equivalent of someone living on the streets. It's dirty, it smells, it's unloved.

Now imagine that home with a fresh lick of paint and new carpets. The bathroom and kitchen don't need a major reno, but an industrial strength clean and some fresh cupboard handles and paint would give it a major lift. Imagine a new or painted fence, a washed façade and a tidy section or garden that adds some badly needed curb appeal so more buyers will see themselves in the picture.

Real estate prices have always existed in a free and open market environment subject to the natural laws of supply and demand. It's real estate marketing suicide to hit the market when you're not 100% ready, and many sellers have learned that the hard way.



**A HOUSE IS A  
FACILITATOR FOR  
YOUR LIFESTYLE.  
IT IS ONE OF THE THREE  
ESSENTIALS OF LIFE:  
FOOD, SHELTER, AND  
CLOTHING.**



## TIMING AND DAYS-ON-MARKET

We've already covered the fact that real estate is more attractive when it first hits the market and the potential for a better-than-hoped-for selling price is highest in the first few weeks after your property campaign begins.

That's because it's fresh, new and interesting. Hot buyers, having set a specific alert with their local real estate agent or real estate website, will be notified instantly when a new listing in their price range comes on to the market.

Think about that experience for a moment. What are the deciding factors that will determine their chances of clicking on that alert email or text to find out more?

Naturally they'll be shopping on price. In other words, is this new listing in their price range? But what else? The hero shot or property marketing video plays a major role in taking everything to the next level, which is why it's so important.

The buyer, who is ready to buy and not just looking around, will ask herself one question; do I see myself living in this home? Is this property going to give my family the lifestyle that we are looking for. Your agent needs to be able to help you sell the lifestyle that living in your home represents.

Timing is crucial when you're on the market and here's why. Some sellers believe the longer a home is on the market, the better the selling price. The fact is that every property on the market has a 'best before' date. Your agent will be able to tell you the average days-on-market in your area. In my experience, homes that stay on the market for a period beyond the average days-on-market have a greater potential to sell for a lower price. Justifiably, buyers become wary of a home that has been on the market for a longer than the normal time.

They will question why the property hasn't sold with the implication being that there must be something wrong with it.

But have you seen what happens when two, three or even more buyers are all interested in the same home? It's a feeding frenzy that, if handled correctly by a competent and capable agent, will result in a bidding war and an emotionally charged result. That gets you a sale above market!

It's easy to monitor interest in your property. Your agent should be giving you regular buyer feedback and an idea of the level of interest. Plus most online domains (Trade Me etc) will display the number of unique visits the listing has generated.

If things aren't going as expected, that is, the marketing campaign isn't generating the expected amount of buyer interest in your property, then this is when a good agent is not afraid to communicate with you that it is time to look at aspects of the campaign and make adjustments as needed.

Sometimes, your agent has to be there to tell you what you need to hear, and not just what you'd like to hear.



**SETTING YOUR GO DATE  
WELL IN ADVANCE IS A  
GREAT WAY TO GIVE  
YOURSELF A DEADLINE  
FOR ACTION.**



## WHAT DOES IT LOOK LIKE?

Naturally, what your buyers see will be a big influence because your main marketing image (the hero shot) and video will probably be the first thing they see, and it's worth taking some time and effort to get it right.

This extends beyond the image because it's what the buyers will experience when they view your home. It is vital to use a professional for your property images. When people try to sell their own homes, this is one of the biggest mistakes that gets made, they seem to be happy using amateur level images of the property.

## LESS IS MORE

I know any good seller's presentation guide will tell you to clear counter tops and rooms of excess stuff so I'm going to assume you already know that this is central to building the best possible visual marketing profile for your property.

If you need to hire a storage locker or 'borrow' a friend's garage or shed, then do it! It will be the best presentation decision you can make and it helps let your buyers see more of what's on offer.

## FOCUS ON BIG SURFACE PRIORITIES

The 'big surfaces' in any home are floors and walls, and are usually the easiest to influence.

Replacing old and worn carpet adds an impressive visual 'lift' to any home but be sure to go for consistency as you don't want to end up with different carpet colours and patterns in different rooms. You're looking for 'flow' by adding to the buyer viewing experience.

In your own home maybe your carpet is okay, and you can probably get away with it, but what about exploring some options.

Maybe you have a room that struggles for natural light.

If you teased up a corner of the carpet, how delighted would you be to discover gorgeous natural timber floor boards underneath. You could sand them back and then clear coat or varnish the timber. The end result will be epic and buyers will love it!

That project would most likely cost less than \$500 all up.

Well worth it because the marketing image of that room online will look amazing and will help convert online visits to actual viewings.



**BE SURE TO FIND OUT  
THE AVERAGE DAYS-ON-  
MARKET IN YOUR AREA.  
THIS WILL HELP YOU  
UNDERSTAND MARKET  
CONDITIONS AND GIVE  
YOU A TARGET TO  
STRIVE FOR.**





## GIVE EVERY ROOM A PURPOSE

All writers know the rule: show, don't tell. The same is true for your home: show the potential buyer the purpose of each room by bringing in furniture and accessories to define the room. Do you have a room with just a bookshelf and an old table in it? It's a big no-no. But with a few tweaks, you can give that room a specific function!

When a buyer views an empty room online, they have no idea what that room is used for. In a kitchen, you immediately know how to define that space thanks to the cabinets, appliances, and countertops.

But how is a potential buyer supposed to know a dining room from a bedroom if the photos are simply of empty rooms with four walls? By adding a table and chairs for the photos, you define the space and allow the buyer to begin customising your property in their minds.

Often, an empty room will look smaller online; by bringing in furniture, you're able to offer depth perception in your property photos.

Furniture placement is key. When placed correctly, furniture and accessories can showcase the standout architectural features of your home, like a beautiful fireplace, great view, or to-die-for built-in shelves.

Every room should have a focal point. Some focal points in a room may be built-in, like a fireplace in a living room. For some rooms, you may have to create the focal point yourself through furniture. For instance, the focal point of a bedroom is most often the bed. We know that the buyer isn't purchasing the bed itself, but by including these important furniture pieces, we are defining the room and the size of the room.

By giving each room a purpose, you're able to provide clarity to buyers about lifestyle they can have in your home, and that leads to stunning photos of your property online to draw in even more potential buyers!

## WHAT DOES IT SMELL LIKE?

Did you know the sense of smell is closely linked with memory, probably more so than any of our other senses?

Buyers pick up on the scent of a home and it will have an impact on their decision. Smells can be addressed with renovation as I detailed just now but if you're not repainting or carpeting, be mindful of this important selling feature.

Also, even though they are a valued member of your family, your cats and dogs can be responsible for plenty of odours (and hair!) around your home.

Over time, you may have become desensitised to their smell, but trust me, potential buyers that don't have pets will get a strong whiff and get turned off straight away!

Ask your agent if your place smells great.

There are plenty of options to counter any negative scents.



**IT IS THE PROCESS,  
AND NOT THE  
PROMISE OF A  
PRICE THAT WILL  
GET YOU A GREAT  
RESULT.**



## WHAT DOES IT SOUND LIKE?

This is an easy fix and a great way to add a positive ambient background to your buyer's viewing experience.

We all react differently to music. Some don't hear it while others don't care. One thing I know is that music is intensely personal so keep your background tunes soft and mellow. Again, you're looking to help buyers discover your home.

We want them to mentally move in and see themselves in the picture so keeping your tunes interesting but neutral will help.

Speak to your agent for ideas here, but my default is usually a Thievery Corporation album playing, or Spotify's Acoustic Lounge.

You also need to think about any background or little sounds around your home, and, look to get them seen to. What do I mean? I'm talking about any squeaky doors, drawers or cupboards that scrape when opening or closing them.

In our bedroom, there is a slightly loose floorboard that always lets my wife know when I've come up to bed a little bit late. I manage to find it every. single. time. Squeak...

I really should get that sorted out!

Make sure you get all those slightly annoying little noises and squeaks sorted out.

A little bit of CRC, silicon spray, or some glue and a few nails can work wonders for these (mostly) minor issues.

## RESOURCES TO CREATE A SALE ABOVE MARKET

Back in the day, the only way we could get inspiration to add some WOW factor to our homes were from pictures in magazines like NZ House & Garden or Vogue Living.

These days, resources for inspiration are virtually unlimited. Open up your Pinterest app and search 'beautiful living room' and you'll find hundreds of ideas. Search the hashtag #houseporn on Instagram and get blown away by some of the amazing homes around the world.

Globally, home furnishing companies like IKEA invest millions researching the latest trends then designing furniture to fit. Search real estate domains for homes for sale anywhere and study the images.

I'm always interested in discovering new and exciting ways to help sellers achieve a better result, so I spend a lot of time online searching the latest collections and ideas both locally and internationally to see what can be used to help sellers get the best possible results.



A DREAM DOESN'T  
BECOME REALITY  
THROUGH MAGIC.  
IT TAKES SWEAT,  
DETERMINATION AND  
HARD WORK.



## A FINAL WORD

Working with an amazing agent will increase your chances to sell above market. I've shared some ideas that are proven to achieve a top market result but there's nothing like local knowledge, and tapping into the connections a competent and capable agent can offer you.

I'd very much appreciate the chance to work with you on your home sale.

You need to look for evidence from past clients to make sure your agent is awesome, but all of the great agents I know and work with have plenty of happy client testimonials to share. Trust the process, connect with who you'll be working with, and off you go!

I want to wish you good luck with your sale no matter what the market is doing, and say thanks for reading my book.

I love sharing solid ideas and I hope your real estate experience is a great one.

## ABOUT PAUL SUMICH

The name Sumich is well known in real estate and property within New Zealand. From top auctioneers, passionate agents, and one of the best architects in the country, Paul is proud to work in this industry where service comes first.

He works with a fun loving and effective bunch of real estate professionals out of Harcourts Whangarei.

He has dedicated over 25 years to helping people across several different service based industries, and now helps people buy and sell real estate by offering a clear and compelling point of difference, with top service and awesome marketing campaigns.

He is a multi time national and regional champion across several different sports, and a team member of a World Masters Games gold medal in triathlon. He's into mountain biking, running, quality coffee, and hanging out at his semi - rural property just west of Whangarei, where he lives with his wife Anita and young kids Alex and Kelsey.

"I think it's rare when someone finds something that fits their personality so well. I feel like I've had a life full of opportunities all leading me to real estate." says Paul.

You can connect with Paul via email: [paul.sumich@harcourts.co.nz](mailto:paul.sumich@harcourts.co.nz) or phone: +6421 606 460.

## THANK YOU