

Harcourts St Francis Bay

Village Shopping Centre, St Francis Drive, St Francis Bay, 6312

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St Francis Links From R 1 695 000



Sole Mandate The Masters

17 Free standing homes, fantastic opportunity!

2 bed / 2 bath from R1,695,000

3 bed / 3 bath from R2,195,000

Kathy Brady | 072 950 9805

St Francis Links R 4 990 000



Easy Living at its Best! North-facing masterpiece.

Kathy Brady | 072 950 9805

Alison Browne | 082 851 3780

Port St Francis R 1 100 000



Sole Mandate

Cherry on the Top! Beautifully renovated.

Jenny Masterson | 083 321 2405

Mary-Lou Neate | 082 449 9403

Santareme R 2 800 000



Sole Mandate

First time on offer! Find your home with a heart in Santareme. Here is a sense of flowing space. A spectacular ocean view from almost every window.

Berline Burger | 082 821 0652

HOW TO SELL YOUR HOUSE IN A DEPRESSED MARKET

"It is tough out here ..." This is the sentiment amongst many South Africans today

Times have changed and unlike a few years ago, it is not easy to sell a home in today's depressed real estate market. Selling your home can be a tense, emotional process, but it does not have to be. Selling your house can be relatively painless if you are prepared and know what to expect. Selling your home in a depressed market vs selling in a sellers market features much of the same advice, however, since selling in a depressed market usually means the prices are lower and more competitive. If you are not in a position to stay in your home and "wait out the storm" you must be prepared to go beyond the usual to sell your home. Time spent researching the market conditions is invaluable at present. It also helps to avoid putting any barriers in the way of potential buyers. Below are some tips to keep in mind when pricing your home to sell.

1. Establish the True Reason

Why you want to sell, in other words, how strong is your motivation to sell your property today. Many different elements can combine to create unrealistic expectations. Often sellers are uninformed and have an over optimistic opinion of the property market of their home, the cost of the improvements they hope to recover, or the final amount to realise their future plans. "Testing the market" in a depressed market can be a fatal and costly mistake.

2. Do the Research

Visit homes for sale in your area to get a feel for the pricing and to see how other people are presenting their homes. You need to think like a buyer to sell in a down market.

3. Make it "Nice"

Buyers will see your home for what it is. Make sure everything is in good working condition and try to make it look clean and clear of clutter. Think as if your home is on a first date and it needs to make a good first impression.

4. Hire the Best Real Estate Agent: Harcourts

In a down market you need to have the best real estate agent you can find. Typically you want someone who is qualified and has been in the business a long time. Interview several agents and ask them to present you with a detailed marketing plan. This is not the time to have a 'friend of friend' handling your home sale! Your agent will present you with a detailed Comparative Market Analysis, comparing not only recent properties, but also showing you the homes your property will be competing with.

Awarding a Sole Mandate makes your listing the "Cream of the Crop" whilst listing with all agencies your property becomes everyone's listing and no-one's responsibility.

5. Harcourts Promise

Harcourts is committed to help our sellers by providing them with our written exclusive service plan. Our Promise will be to provide you with:

- A detailed written marketing plan
- Post-inspection feedback at all times
- Written progress reports
- Marketing review meetings
- All offers presented in writing

6. Price is right

While buyers may still look at your house if the price is too high, they will pass on to the next house. Taking your CMA (Comparative Market Analysis) into consideration and visiting other homes on the market in your area, price your home below your neighbourhood's most recent comparable prices. In a down market it makes no sense to price your home at the same price your neighbour is asking. You do not want your house to remain on the market for a long time while you continually lower the price. Ensure that your asking price is correct. Research has shown that correctly priced properties sell fast. So price it right the first time. Get Harcourts experienced and qualified area specialists to work in partnership with you to change your property from FOR SALE to SOLD.

- The price of your home must be right
- Too low and you lose money
- Too high and you lose buyers
- Just right and it is SOLD

Here is where the intimate local market knowledge and expertise of the Harcourts area specialist comes in. Call us today on 042 294 0921, to help you price your house right and to sell it fast by using our advanced technologies, marketing expertise and experience.

Harcourts offers an opportunity for experienced agents looking to achieve the NEXT LEVEL in their careers by becoming part of a global organisation with the most advanced technology marketing tools and an award winning Academy. Email oyster@harcourts.co.za for a confidential meeting to find out more.



MARSHA COOPER
BUSINESS OWNER



MARY-LOU NEATE
082 449 9403



JENNY MASTERSON
083 321 2405



KATHY BRADY
072 950 9805



BERLINE BURGER
082 821 0652



ALISON BROWNE
082 851 3780



ELAINE EKSTEEN
071 670 4196



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events and function venue



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