

Sellers *Guide*



Introduction

At EVES, we've helped thousands of homeowners like you to sell property. We achieve incredible results because we never lose sight of the responsibility and privilege that goes with becoming your chosen real estate professional.

When you choose to sell with us, you can feel confident that our emphasis will be on getting the best possible price, whilst making the journey as stress free and smooth as possible. Our approach will be tailored specifically to your property, and we take the time to ensure we understand your needs.



How We *Help You*

You can trust that your salesperson has the ability, experience and support to achieve maximum value for your property. Thorough and continuing training ensures our team know how to make your property stand out in the market.

Experience, local knowledge and a proven record of success are important when choosing your salesperson. Don't be afraid to ask questions before you appoint them to sell your property. It is your salesperson's job to listen to your requirements, create a marketing plan to achieve your goals and implement that plan to ensure a successful sale in the time frame that suits your needs.

Expectations

We understand that selling property is a complex process with many things to consider, so our salespeople are trained to alleviate that stress as much as possible. They will work with you to help you achieve your goals.

What can you expect from us?

- ✓ Written appraisal
- ✓ Legal due diligence
- ✓ Selling options
- ✓ Strategic marketing plan
- ✓ Focused on your needs and goals
- ✓ Negotiate the best deal

“EVES salespeople are driven to be the best, to perform at a high level and deliver results for our clients.”

Heath Young, CEO, EVES Real Estate



Getting the *Price Right*

Written Appraisal

An appraisal is an analysis of your property by one of our real estate salespeople to help determine a realistic selling price in comparison with other recent properties that have sold. The salesperson will look at a number of factors to help determine the most likely selling range.

The other consideration will be the current properties for sale that your home is competing against. This is best described as: "If I have a buyer to bring to your home, what other properties would they see at the same time that compares with this property?"

The information about these properties is an important part of the appraisal process and will help you to position your property in the marketplace correctly.

At this time your salesperson will also discuss buyer activity. They will advise on the number of properties currently on the market versus the number of buyers looking. There are three basic market cycles;

- A **"Buyers market"** i.e. when there is a greater number of properties on the market than buyers looking to buy,

- A **"Sellers market"** i.e. when the number of buyers exceeds the number of properties available for sale,
- A **"Balanced market"** i.e. when the numbers of buyers and sellers are matched.

These factors need to be taken into consideration when selling property because they affect the period of time it may take to sell, the number of buyers you could expect to see and the eventual sale price you could expect.

An initial inspection and analysis will allow the salesperson the opportunity to tailor a marketing approach that suits you and your needs specifically. This approach is aimed at achieving the highest sale price possible, in the time frame that suits you.

During this inspection the salesperson may suggest some ideas to help make your property more saleable. Any recommendations will be based on cost versus return on investment.

Your salesperson will take you through the appraisal and the comparisons step by step to give you a good understanding of the current market.



Keeping You *Informed*

AML and Agency Agreement

Once you have decided to sell with EVES, we will facilitate the completion of all documentation required under the Real Estate Agents Act 2008. This includes assisting you in meeting your Anti-Money Laundering (AML) obligations and providing a thorough explanation of the agency agreement, the binding contract that formally authorises us to act on your behalf.

REAA Guides

To ensure you have the information you need at two important stages of buying or selling residential property, two guides have been developed - an Agency Agreement Guide and a Sale and Purchase Agreement Guide.

Under the 2008 Act, your real estate salesperson must give you the relevant guide before you sign an agency agreement and before you sign a sale and purchase agreement. They must also ask you to confirm in writing that you have received the guide.

Our salespeople have these guides available and will supply the Agency Agreement Guide to you prior to you signing a listing authority to sell.

Communication Plan

We feel important discussions are best conducted face-to-face, giving us the opportunity to carefully listen to your input as part of the process of reviewing the campaign and planning any changes. However, your EVES salesperson will contact you as often as you like and in the way you prefer.

A communication plan will be set from the beginning and may include:

- Phone call/email after each inspection
- Phone call after open homes
- Weekly written report
- Face to face meeting fortnightly
- Monthly review of marketing and price
- Direct and indirect factors affecting enquiries, viewings and offers

Sale Methods

Here, we outline the different methods available for selling your property, including both priced and unpriced approaches. Each method offers distinct advantages, and your salesperson will provide guidance on the options and recommend the strategy best suited to your individual circumstances.

Understanding the Options

Before deciding on a sale method you will need to take the following into consideration:

Supply and demand

How many properties similar to your own are currently for sale?

Buyers

How many buyers are in the marketplace for this type of property?

Your salesperson will discuss the following sale methods:

- ✓ Fixed Price
- ✓ Auction
- ✓ Tender
- ✓ Price by Negotiation
- ✓ Deadline Sale



Fixed Price

The first 28 days after listing a property are the most important in terms of buyer inspections. It is important that, if you choose to price your property, it is priced to suit the market in which you are selling.

Research shows that if a home is overpriced it takes longer to sell and often sells at a lower price than a home that is correctly priced when it first comes to the market.

The information you require to assist you to price your property will be supplied by the salesperson in the appraisal.

Benefits

- Open for all buyers to purchase, including conditional buyers who have properties to sell, finance to arrange etc.
- Gives buyers an indication of value
- Gives a platform from which to start negotiations

Considerations

- May limit the price you receive for the property
- No time frame therefore no real urgency created amongst buyers
- Gives buyers the opportunity to compare your property with others and eliminate based on price



Deadline Sale

This method is most commonly used when there are multiple possibilities for the sale of a property.

Benefits

- Invites both conditional and unconditional offers
- Upon close of the offer period it is up to the vendor who they negotiate with
- Allows sellers and buyers to work within a set time frame
- Creates a level playing field for buyers

Considerations

- Sellers can choose to accept an offer any time before the Deadline Sale Date
- Process is not transparent therefore not necessarily competitive



Tender

Benefits

- Open for all buyers to purchase, including conditional buyers who have properties to sell, finance to arrange etc.
- Buyers will view your property with an open mind and no price objections
- Sets a time frame, creating urgency
- Offers received are kept private
- You may negotiate with buyers once tenders have closed

Considerations

- Process is not transparent therefore not necessarily competitive
- Not necessarily a cash, unconditional offer
- Some reluctance from buyers to tender for fear of paying considerably more than anyone else



Price by Negotiation

This method of sale is helpful when you have a difficult property to price or would like to get feedback from the market before defining a price. When a property is sold by negotiation, there is no price on any marketing material.

Benefits

- Allows flexibility and negotiation without constraints of a price
- Can generate wider buyer interest and increase competition
- Market feedback can be used to set a price expectation

Considerations

- Due to buyer uncertainty, initial offers may be low
- There is no urgency with this method of sale, so buyers may not act quickly



Auction

Over a 90 day agency listing period, we are more likely to achieve a sale if the property is listed through auction.

Almost 73% of properties that went through the auction process are sold within 90 days of listing.*

Benefits

- Buyers will view your property with an open mind and no price objection
- Sets a time frame, creating urgency
- Attracts more buyers and more competition
- Cash, unconditional sale
- Transparent process
- Allows you, the vendor, to set the terms of sale - e.g. settlement date, deposit payable
- A higher chance of selling within 90 days

Considerations

- May postpone offers from conditional buyers until after auction (if your property is still available)
- Non-cash (conditional) buyers are welcome to make an offer after auction day
- No price enables buyers to focus on the merits of the property and not be deterred by price, particularly if it is inconsistent with the current market

Buyers are encouraged to submit tenders for consideration by a set deadline. Once tenders have closed, you have the option to accept, decline or negotiate with any tender submitted.

*Based on EVES sales statistics for the 2024/2025 Financial Year



Marketing To Get You *Exceptional Results*

At EVES, we are passionate about harnessing the power of marketing to achieve the best possible outcome. Our experienced salespeople go further to find the right buyer for your property, not just the first buyer.

Our strategic marketing campaigns use the best mix of marketing channels to make sure people see your property. By reaching more people we can create more competition and greatly increase the chances of getting a better price for you.

Our Comprehensive Tools:

Digital

We understand that one of the first places potential buyers go when looking for a home is online. That's why it's so important to make sure we're ready to engage them in the digital space. We can do this through property website listing portals like Trade Me or realestate.co.nz, in addition to Facebook, Instagram and Google Display Advertising. We offer an extensive range of products that are specifically designed to utilise digital platforms to their maximum potential, such as integrated social campaigns with audience retargeting, and e-magazines.

Print

Although digital marketing is a key element, when you combine both print and digital marketing in a cohesive campaign, it boosts the effectiveness of both. Our property magazines, flyers, window cards and DLE's ensure we are covering all potential buyer audiences.

Quality Marketing Materials

From photography, video, 2D floorplans and reels, to templates and signboards, EVES ensures that our marketing tools are of the highest quality for our vendors.

Our Strength

Since it's beginnings in 1969, EVES has grown to become well-established and a market leader. Simply being top of mind creates opportunities that would not otherwise exist. Let our leading presence work for you.

Network

Our Realty Group network puts your property in front of over 300 salespeople across multiple regions, putting your property in front of a wider network of buyers.

Database

As well as our weekly team meetings, our electronic and direct mail databases – local and national - are a key factor in our marketing success of properties.

Multi-channel Campaigns

Our EVES Spotlight Campaigns reach audiences across a number of communication channels - ensuring your property is seen in the right places by the right people.

When you advertise with EVES, you are not just getting a spot on our website - you are buying a comprehensive print and digital campaign that connects buyers with your property.





Preparing Your *Home for Sale*

Contrary to popular belief, homeowners don't need to spend a lot of money to get a strong return. In fact, it's often the simple touches that make the biggest impact - things like decluttering, ensuring all lights are working and tidying up your garden or outdoor space.

Lighten and brighten

One of the most noticeable, yet economical improvements includes cleaning windows, wiping all light fixtures and pruning trees to maximise natural light.

Clean and de-clutter

Do a deep clean of your property before it comes to market, to ensure it's sparkling for potential buyers. Ensure all entryways are clear and remove any excess furniture.

Kitchen and bathrooms

Make the most obvious improvements first. These include replacing damaged tiles, repairing damaged counter tops, touching up cabinetry and replacing the toilet seat.

Stage the home

Decorate the house with fresh flowers and play some music. It's also a good idea to store personal items out of sight, such as photos, kids' artwork and memorabilia. Creating a pleasant environment that buyers can picture themselves living in makes a huge difference to their first impression and emotional engagement with the property.

Repair fixtures for plumbing and electrics

Before commencing open homes and inspections, any issues with light switches, overhead light fittings or plumbing fixtures should be remedied.

Clean and repair floors

Keep floors clean at all times and if necessary repair or replace worn out or broken flooring. If carpets are not faded or damaged, consider shampooing to improve smell and appearance.

Landscape

Mow, trim and re-sow bare lawns, remove all debris and repair broken fencing.

Exterior touch ups

Give special attention to garage, front doors, windows, door frames and blistering paint. Things like holes in gutters or missing tiles on the roof should be remedied.

Interior touch ups

Consider replacing any missing or broken doorknobs or loose handles, touching up chipped paint and having any watermarks or ceiling cracks repaired.

A well presented home helps buyers see its full potential and can make a real difference to the final sale price.

Now You've *Received an Offer*

How Does It All Work?

Under the Real Estate Agents Act 2008 we have an obligation to present all offers. These will be on a preprinted form approved by the Real Estate Institute in conjunction with the Auckland District Law Society on behalf of all law practitioners, for use as the standard agreement for the Sale and Purchase of Residential Real Estate here in New Zealand.

You will see there are a number of terms and conditions already on the Agreement for Sale and Purchase. These are known as standard terms and conditions and protect both parties over various legal aspects such as who carries insurance for the property through the selling process, what keys need to be provided by you upon settlement etc.

A purchaser may have terms and conditions of their own to add to the Agreement for Sale and Purchase, and you may also have certain clauses that need to be added before an agreement to sell can be reached. Speak to your salesperson about this or seek a legal opinion.

Be very clear on what chattels stay with your property. Chattels are described as an item of personal property which is movable, as distinguished from real property (land and improvements). Chattels which normally pass with the property are stoves, fixed floor coverings, blinds, curtains, drapes, light fittings, TV aerial. Extra chattels that often stay with the property (but not necessarily) are dishwashers, spa pools, garage door openers and remotes. Discuss carefully with your salesperson which chattels you will specify to stay with the property and those you wish to take.

If your property is going to auction, we will prepare all auction documentation on your behalf, for approval by your solicitor and distribution to interested parties.

Significant Dates

When all terms and conditions are agreed by both parties and both parties have signed the document, the agreement is dated. This is known as "**date of execution**".

Terms and conditions added by a purchaser or by you as the seller will have a date by which those terms and conditions need to be fulfilled. The last date is known as "**unconditional date**".

Settlement date is the date the purchaser needs to pay the balance of any monies (after payment of the deposit) as part of the settlement (sale). We will coordinate the pre-settlement inspection on your behalf.

Possession date is the date the purchasers take possession of the property. Settlement and possession are normally the same day.

After the Sale

Once you enter into a sale and purchase agreement, your salesperson will support you through the final steps of the transaction, including supplying original contract copies to solicitors, communicating with mortgage brokers/financial institutions to assist with satisfaction of finance conditions if requested and arranging a pre-settlement inspection.



Moving Checklist

Six weeks prior

- ☐ Create a list of everything that needs packing in each room to estimate logistics or storage
- ☐ Photograph television and stereo cables to make reinstalling in your new property easier

Four weeks prior

- ☐ Book in furniture removal company
- ☐ Book a cleaner
- ☐ Book a carpet cleaner
- ☐ Have a big clean up and get rid of items no longer needed. Donate unwanted items to schools or charities or give away to friends and family.
- ☐ Research local health facilities
- ☐ Research sporting clubs or gyms if needed

Two weeks prior

Be sure to notify and update your address with the following organisations/people:

- ☐ New Zealand Post mail redirection
- ☐ Bank and credit card companies
- ☐ IRD
- ☐ Solicitor
- ☐ Employer
- ☐ Insurance companies; household, car, contents, health
- ☐ Schools
- ☐ Motor vehicle registration
- ☐ Doctor, dentist or other medical practitioners
- ☐ Local authority – Council for rates and animal registration
- ☐ Stores where you charge accounts
- ☐ Hire purchase or finance companies
- ☐ Local club memberships
- ☐ Friends and relatives
- ☐ Accountant
- ☐ Magazine subscriptions
- ☐ Police (if you own and store firearms)

One week prior

- ☐ Cancel gas and power (arrange a final meter reading)
- ☐ Cancel telephone and internet
- ☐ Discontinue water service
- ☐ Disconnect TV Aerial/Sky TV
- ☐ Transfer alarm monitoring services
- ☐ Transfer newspaper delivery service
- ☐ Cancel lawn mowing/garden services
- ☐ Confirm dates/times/locations with furniture removal company
- ☐ Organise a supply of boxes from places like the supermarket or retail stores
- ☐ Get packing tape and bubble wrap – it's always better to have more than less
- ☐ Carefully wrap and label fragile items
- ☐ Don't overfill boxes – make sure they're not too heavy to carry
- ☐ Make sure your insurance covers you for moving day
- ☐ Label all boxes with the contents and room they are going to
- ☐ Ensure chattels that have been sold with the property have not been accidentally packed

The day before

- ☐ Clean out the fridge and defrost freezer
- ☐ Clean the oven
- ☐ Tidy the backyard
- ☐ Disconnect all appliances
- ☐ Clean dishwasher (if this belongs in the house)
- ☐ Set aside things that you will need on the day of the move so you can take them with you (e.g. food, drinks, cleaning products)

On moving day

- ☐ Disconnect your washing machine and drain the water
- ☐ Check the tops of wardrobes and in the attic/basement for any forgotten belongings
- ☐ Keep jewellery, money, passports, legal documents or insurance policies with you
- ☐ Leave relevant instruction manuals and important documents on the bench
- ☐ Ensure the house is clean and tidy for the new tenants or owners
- ☐ Turn off lights, hot water, gas meter and power
- ☐ Take all your rubbish with you
- ☐ Lock the door when you leave and leave the keys with your real estate salesperson or other appropriate person

At your new home

- ☐ Double check that everything in the property is in order and meets the terms of your purchase contract
- ☐ Check that the electricity, gas, hot water and telephone connections have been switched on
- ☐ Check security - if you are concerned arrange to have locks changed
- ☐ Teach children how to get to their new school
- ☐ Look after your pets – keep them inside or in a fenced area until they get used to the area

TIP

Pack a box of essentials for when you first arrive – basic kitchenware, a kettle, toilet paper etc.

We take absolute pride in having the opportunity to market and sell your property. Through our exceptional service, strategic approach, and unwavering commitment to excellence, we look forward to achieving the best possible outcome for you in the sale of your home.

Contact Us

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