



“If I can sell,  
anyone can”  
Carol Christchurch  
(as seen on 60-Minutes)

# homesell

0% commission. Nationwide. [www.homesell.co.nz](http://www.homesell.co.nz)

# You can sell your property yourself!

## Why consider selling privately?

### \$\$\$ Dollars \$\$\$

A private sale means that you don't lose any of your homes selling price in real estate commissions. On an average NZ home that works out to approximately \$15,000! Think of what you might do with all that money in your back pocket! And the HomeSell method is very affordable - compare our pricing.

### Because you can

Since HomeSell began in 2002, the percentage of private sales has increased by about 50%. This is a lot of clients realising that they don't need to use a real estate agent to achieve a successful sale. In a flat market, not having to pay real estate commissions means there's more room to negotiate and in a buoyant market why would you pay an agent for only a couple of hours work?

### You remain in control

Selling privately means you get to choose the buyers you want to negotiate with. You will be sensing what buyers think your home is worth and how keen they really are. No-one will be bullying you into accepting a lower price than you want!

### It works!

HomeSell has shown home owners just how easy it can be to achieve a successful private sale at a premium price. With superior street signs, brochures, viewing registers, a dedicated property paper and easy to use website, buyers will know your property is for sale. The HomeSell method reaches more potential buyers and therefore you create competition, getting you a higher price for your home.



◀ HomeSell supports you with professional brochures outlining your properties features

## How is each property marketed?

### We give you the tools to do it yourself

HomeSell prides itself on providing a complete marketing package from photography through to the 'Sold' sticker at the end plus all the parts in between. This includes:

- On site meeting to list selling features
- Photography, exterior and interior
- Dedicated web page on the HomeSell website
- Dedicated profile in our free property paper
- Custom made street sign with full colour photo's
- Open Home signs and viewing registers
- Under Offer and Sold stickers
- Custom made brochures
- TradeMe website



▲ HomeSell signs get your property details on the street

◀ HomeSell has a circulation of more than 200,000 papers every month across the country





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## Frequently asked questions

### What is your success rate?

Statistically, our clients have achieved confirmed sales at a similar rate or better to that achieved by a real estate agent.

### How many people use your website?

The HomeSell website receives more than 400,000 visits a year. The site is also well used by international buyers with 10% of unique visits coming from overseas.

### What happens if I need help?

Our staff are willing to support you throughout the entire marketing process. If you have any questions on any aspect, then we are only a phone call away.

### Real Estate agents say that buyers don't like private sellers

Our success rates don't indicate this at all and in fact many buyers say how much they enjoyed talking to the owners about things that only they would know.

### Does this take up a lot of time?

Regardless of the method you use to market your home, it will still involve a tidy up and research and agreement of the price level the home is to be marketed at. Whether you hold your own Open Home or fill in an hour wondering how many people went through with an agent is still a similar time commitment and saving \$15,000 in real estate commissions\* is a pretty good hourly rate.

\*based on average real estate commission as a % of the average NZ house price

### What will speed up a sale?

The price you market it at. Unless you have had recent comparable sales in your area, of homes very similar to yours, then we recommend a neutral, registered valuation. If you price your home fairly, your own enthusiasm about your homes many selling points will rub off on your buyers and you are very likely to achieve a successful private sale at a premium price.

## HomeSell history

HomeSell is the longest running private sale real estate company in New Zealand and the only one to print a dedicated property paper. Since February 2002, several thousand properties have been marketed privately saving owners millions in real estate fees.

By cutting out the 'middle man' private sellers have discovered just how easy it is to achieve a successful private sale at a premium price.



◀ The HomeSell website reaches buyers all over New Zealand and abroad

## I've decided I'd like to go with a HomeSell package to market my home, what next?

Give us a call or email us to arrange a suitable time for photos. Payment is usually expected at this visit (credit card is fine).

In the meantime we can email or post you the property detail forms so that you can start thinking about what you want to say about your home. We will help if you get stuck!

Your website details will be active within 24 hrs of the photos being taken and the listing details being provided (weekdays).

You will receive your sign/ open home signs, sold sticker and brochures by courier within 3 - 5 working days. Please contact us if you do not receive them within this time.

The sign will be sent directly to you, but if you would prefer us to erect it, there will be a small charge.

If you want to alter any of your information, this can be done within 24 hours on the website (weekdays) and in the paper prior to each print date. We especially want to know when your home goes 'under offer' or has a confirmed sale. **Happy selling!**

## What our customers have told us...

'This was our third time with HomeSell. It's simple, quick and we've saved over \$40,000 in commissions so far.'

Nev and Karen, Christchurch

'I really enjoyed feeling like I was in the drivers seat and not at the mercy of a real estate agent.'

Yvonne, Alexandra

'HomeSell is exceptional value. I'm sure I will use HomeSell again and am an enthusiastic advocate for its service.'

Barbara, Christchurch

'Some work is required but the effort is well worth the savings. We saved \$20,000 in commission.'

Tony and Jan, Auckland

'I got \$27,000 more by selling my home myself than what two agents could deliver.'

Mena, Auckland

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