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## Press Release

Top Tips for Selling Your Commercial Property

“ How do you sell your commercial property as quickly as possible? How do you achieve the best price? We sat down with managing director Rod Brown and asked for his top tips. ”

- Donna Kramer

## PARTNERSHIP. EXPERIENCE. RESULTS.

### Make it Shine

There are quick and easy aesthetic touches you can make to present your property in its best possible light and give it a clean and contemporary feel. This includes having windows and carpets professionally cleaned, applying a fresh coat of paint, power washing the exterior walls, cleaning up any clutter, removing graffiti and finalising any minors repairs.

### Capture it Perfectly

It is likely that the first exposure buyers will have to your property will be through online photos. Simply put – the higher the quality of photography, the greater the amount of interest which will be generated.

### Information is Key

Disclose everything. Ensure that you are honest and all relevant information is provided to both the agent and buyers to avoid future issues for tenants and to protect yourself from legal action.

### Shout it from the Rooftops

Having your property on the market for sale is of no use if no one is aware. A quality agent will tailor a marketing package for your property which will attract the highest possible amount of buyers. Different mediums can include real estate websites, trade publications, email alerts and signboards.

### Meet the Market

The worst mistake you can make is listing your property at an unrealistic price. Overpricing your property will not generate buyer interest and in turn lead to your property going stale on the market. If you want to achieve an efficient sale, competitively list your property and listen to market feedback.