

activate_{PROPERTY}

REAL ESTATE

SELLER'S GUIDE

MAWSON LAKES



If you think selling your house is all about the property, you'd be wrong. Most buyers are shopping for a new lifestyle... not just a house. And that's why Mawson Lakes is so desirable.

Mawson Lakes may not have been around for long, however, it's already made an impression with its upbeat and progressive community vibe. It's quickly becoming a place where young people and families move to better their education, careers, or family's fortunes.

Being just 30 minutes north of the CBD, the suburb offers value-for-money family living with plenty of space.



Sales Statistics: When Is The Best Time To Sell?

Lifestyle changes are one of the most common reasons behind selling your property. It doesn't matter if you're relocating because of a new job, have a growing family, or just want a change of scenery, understanding when the best time to sell can be daunting - especially if you've never gone through the process before.

Your objective should be to determine the best, most realistic price for your property and achieve it in the shortest possible time.

Therefore, when you decide to sell your property it's important you understand the market conditions. Luckily for you, we're going to take a look at some exclusive data so you can gauge a clear understanding of the housing market in Mawson Lakes.



Mawson Lakes Housing Sales Statistics

In this section, we're going to take a look at the average (median) sales prices in Mawson Lake, spanning an 18 year period.

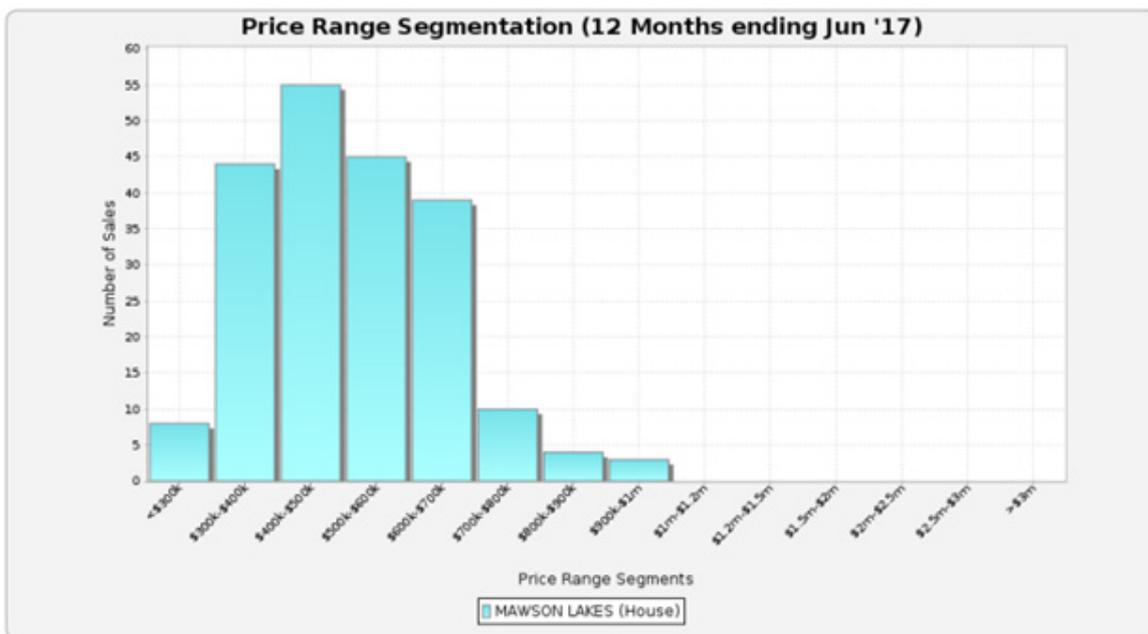
Year	# Sales	Median	Growth	Low	High
1999	23	\$ 78,000	0.0 %	\$ 42,000	\$ 340,000
2000	22	\$ 195,000	150.0 %	\$ 49,950	\$ 440,000
2001	42	\$ 237,500	21.8 %	\$ 49,950	\$ 430,000
2002	111	\$ 239,000	0.6 %	\$ 35,000	\$ 680,000
2003	142	\$ 275,000	15.1 %	\$ 49,950	\$ 540,000
2004	152	\$ 308,750	12.3 %	\$ 35,000	\$ 655,000
2005	191	\$ 305,000	-1.2 %	\$ 59,000	\$ 650,000
2006	281	\$ 345,000	13.1 %	\$ 71,000	\$ 935,000
2007	323	\$ 363,000	5.2 %	\$ 18,000	\$ 1,178,000
2008	246	\$ 405,000	11.6 %	\$ 50,000	\$ 2,100,000
2009	281	\$ 400,000	-1.2 %	\$ 78,300	\$ 1,200,000
2010	277	\$ 420,000	5.0 %	\$ 56,500	\$ 900,000
2011	193	\$ 440,000	4.8 %	\$ 34,800	\$ 1,100,000
2012	191	\$ 410,000	-6.8 %	\$ 91,000	\$ 888,000
2013	270	\$ 419,000	2.2 %	\$ 25,000	\$ 1,025,000
2014	216	\$ 461,000	10.0 %	\$ 45,000	\$ 1,240,000
2015	233	\$ 450,000	-2.4 %	\$ 20,000	\$ 1,525,000
2016	209	\$ 480,000	6.7 %	\$ 115,000	\$ 1,000,000
2017	106	\$ 475,500	-0.9 %	\$ 47,000	\$ 910,000

You can see from the table above, the average price of houses sold in Mawson Lake has been steadily rising over the past 18 years. And any loss in growth has been small and always recovered within a year.

Let's take a look more recent statistics over the past 24 months:



You can see from the statistics above, although the growth is down -0.9% since 2016, it's actually up +7.5% (based on 424 recorded house sales) over the past two rolling 12 month periods. And the median sales price for 210 properties over the 2017 financial year is \$494k.



Taking a closer look at the properties sold over the past 12 months shows the majority of houses sold during this period were between 300 and 700 thousand dollars.

Mawson Lakes Real Estate: When's The Best Time To Sell?

It's likely your property will be the most valuable asset you'll ever sell. So you'll want to know which times of the year are best for putting your house on the market in Mawson Lakes so you can maximise its sale price.

Let's take a look at the statistics:



The chart above shows the statistics on the number of houses sold during each month over a 3 year period. Although the number of sales never drops below 13, there are clear peaks where buyers are more active.

Your goal is to sell your property as quickly as possible. Therefore, knowing the strongest months are March, June, and October tells you you're more likely to achieve a sale if your property is on the market during these months.

5 Tips To Get The Best Price Possible

Selling your property isn't easy, and it's unlikely the first person who walks through your door will fall in love with it.

Think about this...

...how many houses did you inspect before you bought your property? And how many others do you think inspected your current property before you chose it?

You need to make a lasting impression.

You can use these expert tips to help you do just that:

**TIP
1**

PRICE YOUR HOUSE REALISTICALLY

You're going to get most of your exposure in the first month, so pricing your house within 5-7 percent of fair market price will allow you to capitalize on the early momentum. By keeping your price within reach, you'll gain more interest and create more competition - driving up the price.



**TIP
2****GET THE RIGHT SMELLS**

Bad smells will sabotage your effort to sell your property, so it's important you remove these. Now, you don't want to just cover up bad odors - find and eliminate them.

- Clear drains.
- Wash bins.
- Open windows.
- Air out your kitchen from old cooking smells.
- Wash your bed sheets.

If you're a smoker, place bowls of vinegar around your house and leave them there for three days. The vinegar will smell for a short period of time, however, it will disappear taking the cigarette smell with it.

On the other hand, good smells can make your home more desirable. The smell of freshly baked bread, cakes, or brownies is great, but not always practical, so you can try brewing some fresh coffee.

**TIP
3****HIRE A HOME STAGER**

Home staging is a formidable force you can use to help sell your property quicker and for more money.

They're fluent on the latest design trends, and will have a better grasp of the real-estate competition in Mawson Lakes. Home stagers know how to best showcase your home so you can maximise the perceived value.

Whether a potential buyer is browsing print listings, digital listings, or attending an open house, home stagers know how to optimise the appeal.

TIP 4

THE PSYCHOLOGICAL ART OF NEGOTIATION

Effective negotiation is a psychological science. Before a serious buyer makes an offer, it's likely they've asked an independent professional, "what is it really worth?"

If you don't follow tip 1, and your asking price isn't realistic, they'll know it's too high and low ball you. This gap between the two valuations is too large to effectively bridge.

However, if you've set a realistic price you've got wiggle room to negotiate up to 5%. Doing this will give a buyer the perception they're getting a better deal.

TIP 5

SELL FUTURE OPPORTUNITIES, NOT MEMORIES

One of the most important strategies you should use is de-personalizing your house. An easy way to do this is to pretend you're moving out. Remove everything which makes your house a "home", e.g. family photos, religious décor, and memorabilia.

Buyers want to visualize your house being their house. The more personal items in your house, the harder it is for buyers to imagine themselves living there.

