

Biggest Decisions

In Selling Your Home

The decision to sell your home will be one of the most important you make - both financially and emotionally. But the decisions do not stop there - the method of sale and the price also have to be considered.

Selling your home is no longer a matter of putting an advertisement in the paper and a sign up on the lawn then settling back to waiting for a buyer. Technology, training and marketing are all a crucial part of the process, so you need to know you are dealing with real estate experts who are highly trained and know what they are doing.

With Fiona being at the forefront of the real estate revolution, succeeding because of her commitment to training, innovative marketing and a high level of service, you can be assured of top service and outcomes. Fiona has undergone intensive training before entering the marketplace and is backed up by ongoing research into the market to find the most successful ways of selling. An "Exclusive" or "General" listing can be a starting point for confusion.

Details of your property will be distributed to other Ray White offices immediately and your property will be listed on leading real estate websites recognised industry-wide for their innovative approach and many special features all designed to get you property details circulated to the widest circle of buyers possible.

Pricing is obviously a major issue. you need to be confident that the advice you have is at the highest and most knowledgeable level. Often the price will be affected by everything from the competition your property has in attracting buyers, to how urgently you need to sell your home. It is important to remember that a property is worth what a buyer is prepared to pay for it. When the marketing plan first swings into action, all buyers who could be interested in your property are contacted. If they look at it and think it's overpriced they will immediately lose interest.

Once a buyer, or pool of buyers, is identified, the next step is the crucial one - investigating that buying interest and providing assistance to negotiate a sale that, while satisfies your needs, also produces a happy and proud buyer of your home. With buying property such a huge step, you need to know that your sales consultant has the skills to assist any buyer to take that step confidently. This is an area that takes skill and training from a highly committed and professional consultant.



Fiona Senton

Ray White

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You Talk, I'll Listen - buying or selling, I will work for you!

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