10 Ways To Maximise Your Sale Price

Seller Guide 3

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THE PROBLEM

Why Most Homes Sell For Less Than They Should

Most sellers believe their sale price is determined by the market.

In reality, most homes sell based on:

- How they are positioned.
- How many buyers are competing.
- How the campaign is managed.

Two similar properties can achieve very different results.
Not because of the property itself, but because of the strategy behind the sale.

The difference between an average result and a premium result isn't luck.
It's the process.

The Bottom Line

Premium prices aren't found, they are created.

FRAMEWORK

What Actually Drives A Premium Sale Price?

Achieving a premium result isn't about one moment. It's about how the entire campaign is structured and managed from start to finish.
At JKL, every campaign is built around four key drivers that influence the final sale price.

Creating Demand

The more buyers you attract, the more opportunities you create.
Premium prices come from multiple buyers engaging at the same time.

Negotiation

The final result is shaped in the moments where decisions are made.
Understanding buyer behaviour and timing is key to achieving stronger offers.

Client Experience

Buyers who feel confident and informed are more likely to act.
Clarity reduces hesitation and increases willingness to pay.

Teamwork

Strong results come from consistent execution.
From marketing through to follow-up, every stage must work together.

The Bottom Line

Premium prices don't happen by chance. They are the result of a structured process.

CHECK LIST

10 Ways To Maximise Your Sale Price

- [ ] **Launch with strong initial exposure**
  First Impressions drive enquiry and early momentum
- [ ] **Price to attract not limit**
  The right strategy brings more buyers into play
- [ ] **Maximise buyer reach across all channels**
  More buyers = more opportunity for competition
- [ ] **Focus on enquiry not just marketing**
  Marketing creates attention, enquiry creates opportunity
- [ ] **Convert enquiry into inspection**
  No Inspection = no offers
- [ ] **Establish real buyer positions early**
  Separate opinions from what buyers will actually offer
- [ ] **Create competition between buyers**
  Premium prices come from multiple buyers, not one
- [ ] **Manage buyer follow up consistently**
  The best buyers are often created not found upfront
- [ ] **Build momentum throughout the campaign**
  Strong campaigns build momentum not stall
- [ ] **Use a structured process to guide buyers**
  Results come from consistency not chance

The Bottom Line

Premium results are created when all these elements work together.

SCENARIO

What This Looks Like In Practice

The Situation

A seller was preparing to go to market with a price expectation based on recent comparable sales.
Early feedback from buyers suggested a similar range, reinforcing those expectations.

The Strategy

Rather than relying on initial feedback alone, we focused on:

- Maximising early exposure to attract a larger pool of buyers.
- Converting enquiries into strong inspection numbers.
- Creating competition between multiple buyers.
- Managing consistent follow-up throughout the campaign.

The Result

As more buyers engaged and competition increased, those buyers adjusted their position. This led to stronger offers and a final result above the seller's initial expectations set at the start of the campaign.

The Bottom Line

Price isn't determined by the first offer or early feedback.
It's shaped through competition, momentum and the process used to guide buyers.

NEXT STEPS

What would your property be worth with the right Strategy?

Every property has a different potential

The key is understanding:

- How much buyer demand can be created.
- Where your property sits in the current market.
- What strategy will generate the strongest competition.

The difference between an average result and a premium result often comes down to how the campaign is structured and managed.

If you're serious about maximising your sale price, the next step is understanding exactly how your property would be positioned and taken to market.

Book a strategy session or
request your free property price update.

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