

Will the spring selling season deliver this year? Has the Sydney property market beaten the pandemic? Adrian Wilson, Founder and Principal at Sydney's award-winning apartment real estate group, Ayre Real Estate, shares his tips to ensure buyers get the most out of the property markets historically busiest time of the year. Adrian Wilson, Ayre Real Estate says, "Despite the pandemic, the Sydney City property market has maintained its ground over the winter months and we believe from the level of inquiries to date that spring will deliver the annual boost in new properties coming to market and high volumes of sales we see year on year. "As with most things in life at the moment, there are just a few things that vendors and agents need to tweak and test due to Covid-19," said Adrian. Adrian Wilson's – 5 tips for the spring selling season: 1. Don't be deterred by the pandemic: If you've been considering selling, now is a good time to sell, especially before we hit the Christmas and summer holiday period. If you're concerned about what results you'll achieve simply speak to your agent and get them to talk you through recent sales and what a realistic outcome looks like. 2. Styling is more important than ever: It is any time of the year but as more properties come to market the competition builds. Styling a home for sale is very hard to do on your own as it really requires you to take all emotion and personal touches out of the home so potential buyers have the ability to picture themselves in the home. Leave it to the professionals, it will save time and money and the outcome will be spot on for your market. 3. Consider a two-stage campaign: Don't automatically think you need to go straight to auction, a good strategy is to test the waters with an initial off-market campaign for 1-2 weeks to gauge where the market is at. If buyer inquiry is strong you will either achieve an offer, you're happy with or you can opt to take the property to market. At worst, you will get a feel for what buyers are thinking and some invaluable feedback, at best you may just get a great result! 4. Utilise social media to promote your sale: Simply check your own screen time usage lately and imagine the same going on in households across Sydney. With more and more users on their hand-held devices and strategic targeting to buyers available, there is no better way to get eyeballs on your listing. Make sure your agent has a comprehensive strategy to tackle this. 5. Be prepared to accept offers pre-market and prior to auction: Just because you have promoted the property as going to auction, doesn't mean you can't accept a great pre-auction offer. If you receive an offer that is in the ballpark of what you'd be willing to let it go at auction be prepared to accept it. Although auctions can be a great way to drive the price up due to the emotion and competition on the day, there are never any guarantees. We are finding a lot of the strongest buyer interest is inspecting within the first week or so, so be prepared for an early offer – which may even be your best. www.ayre.com.au About Ayre Real Estate: Ayre Real Estate has been founded by multi-award-winning Real Estate Agent, Adrian Wilson, a pioneer in the Sydney City apartment market with nearly 20 years' experience and perhaps one of the most strategic thought leaders in the industry. The Sydney City apartment specialists deliver apartment focused services that are smarter and simpler, yet deliver beyond expectations for both owners and landlords while elevating the lives of the clients and communities they work in. They were also recently awarded Best New Office in the REB Awards 2020.

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