

5

STRATEGIES

TO SELL YOUR PROPERTY
FOR MORE MONEY
& IN LESS TIME



BY S.K.YEO

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INTRODUCTION



EFFECTIVE SELLING STRATEGIES

BRIEF

EVERY Property CAN be **SOLD**, the cruxes are **HOW MUCH** and **HOW FAST** you can sell it. This ebook briefly highlights Some of the **STRATEGIES** you can use to **SELL** your Property **EFFECTIVELY**

SELLING your property can be smooth and easy process. However, if it is **NOT** properly planned and executed, it can be a **COMPLEX** and **TIRING** process.

There are many unnecessary Mistakes that lead to Time-Consuming and sometimes **COSTLY** experience. Hence, proper planning, strategies, and execution of your property selling are absolute **MUSTs** to achieve a **SMOOTH** Transaction as well as the **HIGHEST Possible Price** in the **FASTEST Possible Time**.

ONE



WINNING AT STARTING POINT

ENGAGE THE RIGHT ONE

SELECTION of Agent is one of the first Crucial decision which ultimately determine whether you can sell your property at the high possible price and transact at the fastest possible time. Starting Right is **Half the battle WON !!!**



Many property sellers engage a real estate agent because he/she is a **RELATIVE** or a **FRIEND** or friend's friend. This is probably one of the most common mistake by many property owners. Unless the selected agent is a very Professional one, that decision will be **one of the surest way to ruin delicate relative/friend relationships** and diminishing the chance of getting top dollars at fastest speed !!!

Many property owners also select a real estate agent because he/she is the agent who charged the **LOWEST** commission. **BE WARY** of the agent who **can't even negotiate for his own commission rate!!!** Most likely he/she **will be not able to negotiate for the best price for your home.** Usually they will **CUT** promotion costs and thus **UNABLE** to attract the Right Buyers with good budget. Some may keep asking sellers to **LOWER** price later as they need to sell faster **CUT** their expenses.

No Viewing, Not Enough Buyers. No Offers or Offer Too Low. No Feedback from agent. This are Typical issues that many Sellers are currently facing.

Property sellers should engage a **Reliable** Professional real estate agent based on their track records or performance, experience and knowledge and product specialization. **Some agents are Part-Timers** with LITTLE or NO experience. Some agents are not in the correct market segment. Do find out more on their product specialization (i.e Rental or Sales, Commercial or HDB or Private Properties). **ENGAGE a Selling Specialist to Sell** or Engage a RENTAL Specialist to RENT. Don't Engage a RENTAL Specialist to SELL. Make Sure you check their TRACK Records and Experience !!!

Engage an **Award Winning** Professional Real Estate Agent is winning at the starting point. Winning at Selling Property is not only Selling it, but selling it at the highest possible price at the fastest possible time!!! Ride on the many years of experience & knowledge of the Professional Agent !!! Begin **WINNING at the Starting Point !!!**



TWO



LOOK FROM BUYER'S EYES

HOW TO ATTRACT & APPEAL

Ultimately it is not the seller's perception that matters, it is what the buyers see and feel that is most important. The market for your property sale are the **BUYERS** and they determine whether your property is **SALEABLE**.



Everyone's Perceptions & Tastes are **DIFFERENT**. As the saying goes, One Man's Meat is another man's Poison and One Man's Treasure is another Man's Trash. What pleases one person may displease another. Buyers will evaluate your property based on what they perceive. Whatever Seller perceive does not matter, What really **COUNTS** is what the buyers see and feel.

The **KEY** to winning the buyer's **HEART** is to **LOOK from the BUYER'S EYES**. Survey your property in the buyer's shoe and see it from their perspectives. Ask yourself how to enhance your house to make it more appealing and more attractive to the buyers? What can you do to get an offer for your property?

Get Advices from **Professional** agents who can share their professional insights from their many years of dealing with buyers. A Photograph is worth more than a thousand words. Professional Agents are **Masters of taking great photographs!** What to show and What **NOT** to show the buyers are equally important !!!

THREE



LESS IS MORE

IMPRESSIONS LASTS

When it comes to selling your property, **IMPRESSION is KING**. It is almost impossible to reverse a negative first impression.

SELLING starts even before the buyers enters your main door!!! The **External Area** of your property are already forming first opinion in the buyer's mind. Some buyers may even decide not to continue viewing based on what they see from the outside. It is important to make your external area presentable and as **CLEAN** and **TIDY** as possible. If their first impression is good, the buyer tends to be more positive for the rest of the viewing.

The rule of thumb is "**LESS IS MORE**". **External and Interior of your property** should be clean and tidy so that Buyers feel '**Home Sweet Home**' for your property.



DECLUTTER and discard all the Junks!!! Since you are already moving after the sale of your property, do take the opportunity to discard items that you will not be bringing to your new place. Those Junks won't add any Value to your property. **FREE** Up more space and make your property seems **BIGGER**. This will fetch **MORE** dollars for your property



Besides Decluttering, Get more **ADVICES** from Experienced agents who can share their professional insights on how to make your property more presentable and more appealing to buyers. Some of the tips don't require you to spend a **single cent** while some incur only **minimal costs** but it will certainly Add A LOT of Value to sell your property for the TOP dollars in the FASTEST time.

FOUR



PRICING IT RIGHT

THE DELICATE BALANCE

PRICING is one of the main factor in whether you are able to sell your property successfully.

If you **OVERPRICE** your property, you will turn off potential Right Buyers who can offer top dollars and you will not be able to sell. And your property listing will remain **UNSOLD** in the market for a long long time. The property may become Over-Exposed, leading to negative outcomes later.

However, if you **UNDERPRICE** (below average), you achieve a fast sale but that will result in lesser profit/returns for you. You will shortchange yourself. If you are selling below average price, you can sell it by yourself, you do not need an agent !

Pricing it Right is an art and science which requires thorough analysis of data as well as years of experience and knowledge. You need to find the **delicate balance**.

Get **FREE** consultation from Experienced agents who have access to professional tools which can give insights on how to **PRICE IT RIGHT** with supporting evidences , helping you to maximise your profits/returns, achieving the **TOP DOLLARS** for your property in the fastest possible time.



FIVE



THE MORE THE MERRIER

BEST INTEREST

NEGOTIATION actually starts at when the buyer look at your property listing advertisement. It continues when buyers make an Enquiry, then the main negotiation starts when the buyer makes an offer and counter offers.

Negotiation skills is one of the **Most Important** factor in getting the **Highest** possible price and selling your property in the **Fastest** possible time. It also involves negotiating for other **Terms of Sale** such as submission, moving and handover timeline especially for **CONTRA** cases (**Buying and Selling together**).



EXCELLENT Negotiation skills comes with **YEARS** of experience and knowledge. Most importantly, the Agent **MUST** negotiate in the **BEST INTEREST** for the Seller.

Engage only **RELIABLE** Agents who have **EXCELLENT** negotiation skills, helping you to **Maximise** your profits/returns, achieving the **TOP DOLLARS** for your property in the fastest possible time and most importantly negotiate for the terms that **ENSURE** the sellers move to their new place in a very **SMOOTH** transition.

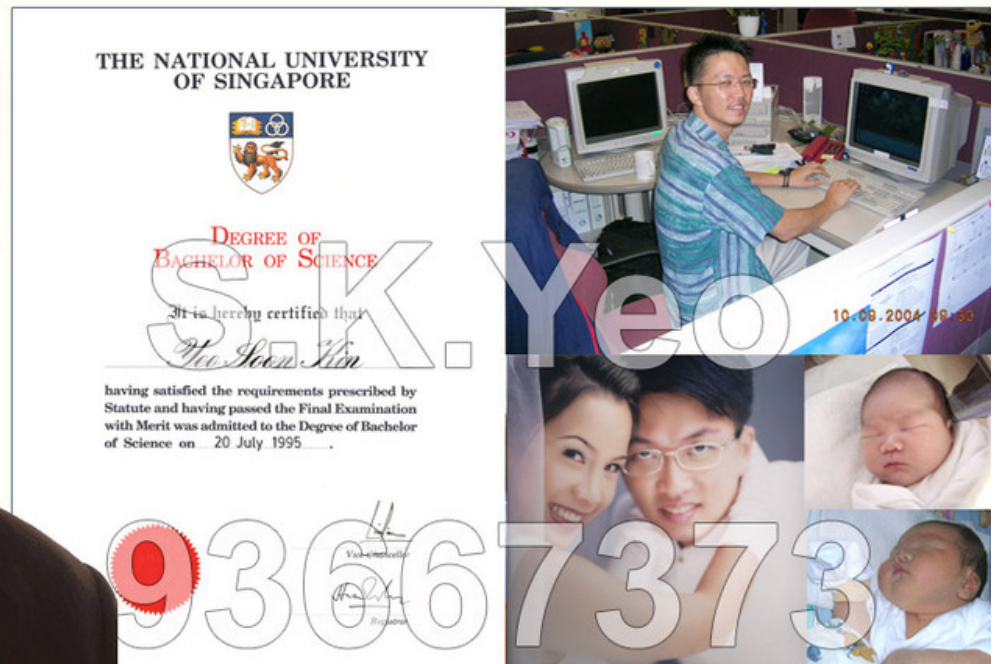
S.K.YEO

93667373

SENIOR MARKETING DIRECTOR
CEA Reg No: R006043J



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S.K.Yeo graduated from National University of Singapore (NUS) in 1995 and was an **Executive Software Engineer** before joining the real estate industry in 2006. He was married to Jacqueline Loh in 2001 and has two teenage children (currently studying in Secondary School).

S.K.Yeo has **12+ Years FULL-TIME** real estate experience as property agents. He is Experienced in handling **Contra (Buy & Sell at same time), Divorce / Bankruptcy Cases**. Possess Good Negotiation Skills. Always act in the best interest for his clients. Transacted many properties, 80% HDB and 20% Private Properties. Very focus in **SALE**, selling of properties.

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S.K.YEO AWARDS AND ACCOLADES 優良售屋業績

1ST TOP TRANSACTOR in Mar 2009

6TH TOP PRODUCER in May 2009

2ND TOP PRODUCER in June 2009

10TH TOP PRODUCER in Aug 2009

15TH POSITION out of 7000 AGENTS, 2009

SAEA EXCELLENCE AWARD NOMINEE, 2009

TOP 100 ACHIEVERS in 2010

30TH TOP PRODUCER in May 2011

TOP 100 ACHIEVERS in 2011

1ST TOP PRODUCER, Jan 2012

MULTI MILLION DOLLAR PRODUCER AWARD, April 2012

EMERALD CLUB AWARD, April 2012

28TH TOP PRODUCER in May 2012.

TOP PRODUCERS 2013

TOP PRODUCERS 2014

TOP PRODUCERS 2015

ASIA PACIFIC ELITE AWARD WINNER 2016.

TOP PRODUCERS 2016

ASIA PACIFIC ELITE AWARD WINNER 2017.

TOP PRODUCERS 2017

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WHAT CLIENT SAID ABOUT S.K.YEO:

“if i have known you earlier, my flat would have been sold much earlier. Anyway, i am still lucky to engage you as my agent and you sold off my flat for me”
– Mdm Tan, HDB Property Seller.

“S.K.Yeo is very responsible, helpful and fast-acting. Updates regularly about the sales process. Overall a smooth process. Achieve a better price than we expected. As we are very busy individuals, he was very accommodating to our timing, a A+ service. Kudos to S.K.Yeo !”
– Mr & Mrs Tan, Condo Sellers and Buyers.

“We are very satisfied with the selling price you have negotiated for us, Your level of service is very professional. Thank you for assisting us with the Sale”
– Mr & Mrs Gwee, HDB Property Sellers.

“SK has proven himself to be hardworking and conscientious housing agent. Despite the tough market, he was able to persevere and obtain a fair price for me. His negotiation skills are good and has experience reading the trends in the market. With him on your side, you can be assured of the best service for your home sale/purchase”
– Mr Gerard Yee, HDB Property Seller.

“你幫助我們很快售出我們的組屋，並且幫我們獲取高於市場價格。你的工作態度很專業，我們對你的服務感到非常滿意，特別是你快速的反應。我們很幸運有你代表我們！”
– 賣主 – 陳先生及夫人

“我們很滿意你的服務! 非常認真和專業。你很有經驗，我們很放心交給你處理。特別高興你能幫我們，把屋子賣到很好的價位。又快又順利！如果有人想賣屋子，我們肯定推薦你!!!”
– 賣主 – 吳先生及夫人

S.K.YEO

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WHAT CLIENT SAID ABOUT S.K.YEO:

“I would like to commend S.K.Yeo for being very professional. Sold my house within a month !!! He provides excellent advices and constant updates throughout the whole selling process. Very Sincere and Efficient. Thank you !!!”

– Mr & Mrs Lee, HDB Property Sellers

PROVEN Sales Track Records and Strategies to get your Property **SOLD !!!**
ABSOLUTELY no charges / fees if property is **NOT SOLD**.

For **MORE Strategies** in Selling Your Property, Advertising , SMS, Digital & Facebook Marketing, Leveraging on Buyer Networks,
CALL S.K.Yeo ERA at 93667373 for a Non-Obligatory Discussion Now!!!.

Click the following links for more info:

WEBSITE | www.SengKangToPunggol.sg

TESTIMONALS | [Satisfied Customers](#)

HDB SOLD BY S.K.YEO | [List of units SOLD personally by S.K.Yeo](#)



The Only Listed Largest Real Estate Agency in Singapore

ERA REALTY NETWORK PTE LTD @Mountbatten Square | Agency Lic: L3002382K |
229 Mountbatten Road #03-01 S(398007).

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