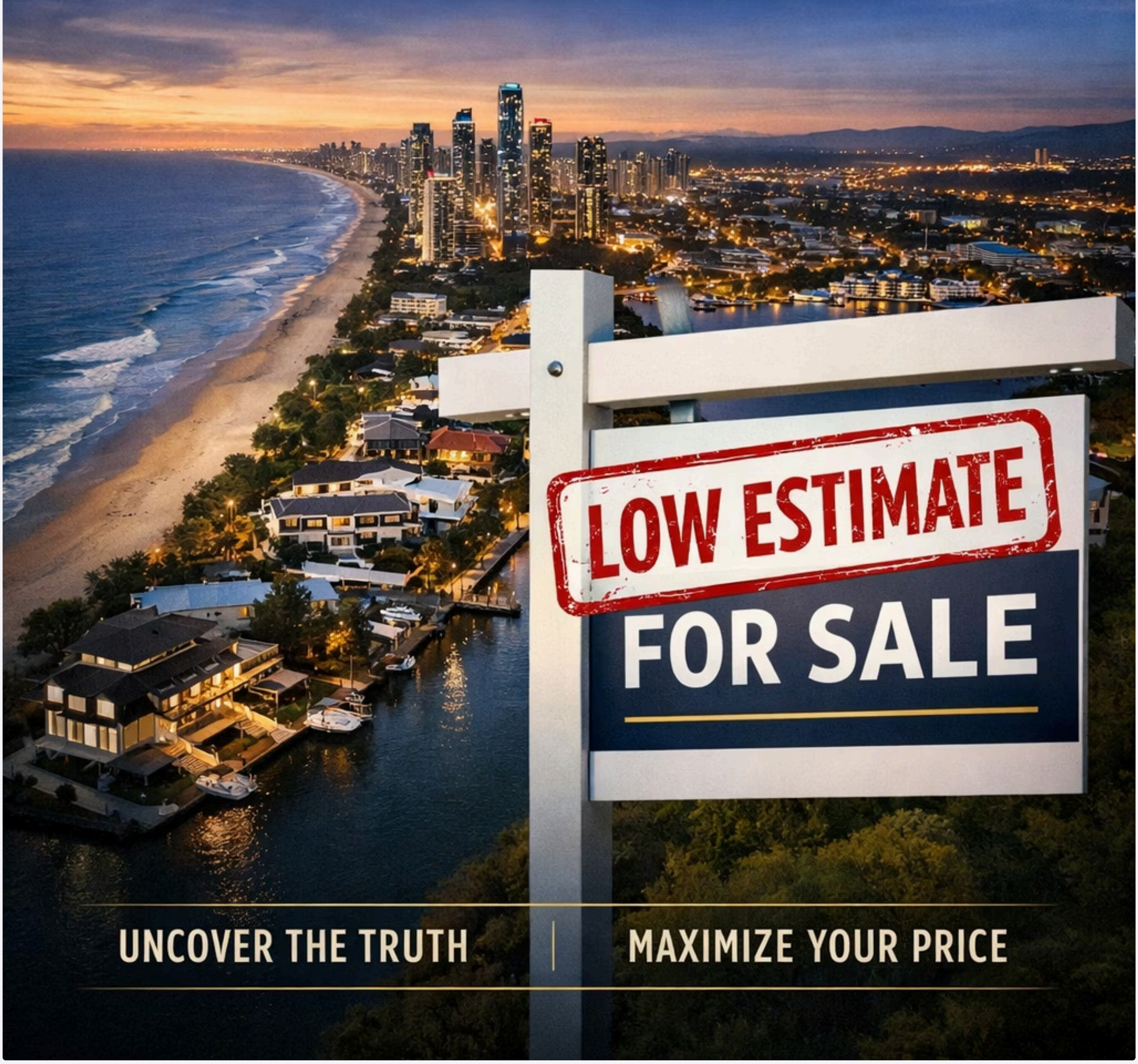
WHAT YOUR PLACE IS ACTUALLY WORTH—

AND WHY MOST ESTIMATES ARE WRONG



UNCOVER THE TRUTH | MAXIMIZE YOUR PRICE

What Your Place Is Actually Worth

And Why Most Estimates Get It Wrong

GOLD COAST SELLER GUIDE 2026

Most Owners Don't Lose Money When They Sell

> They lose it **before they even list.**

Because they trust the wrong numbers , focus too much on playing guess the price with agents who want to win your business, instead of what really matters and drives the result!

The Problem

You've probably already seen a price.

Online Estimate

A number generated automatically from broad data

Agent Range

A figure quoted during an appraisal

What a Neighbour Got

A sale result from down the street

The issue is... **none of these tell you what buyers will actually pay.**

What People Believe

Most sellers think:

> **"If I know the value... I'm safe."**

Sounds right.

But here's the trap.

The Trap

Price is not what your place is "worth".

> **Price is what buyers are willing to compete for.**

And that changes based on:

Timing

Presentation

Strategy

Buyer Demand

Real Example

Two similar homes. Same suburb. Same week.

Home A	Home B
$1,020,000	$1,060,000

No major difference in the homes in fact house A was fully renovated and theoretically should have sold for more!

The difference was **how they were positioned to buyers and the agent handled the negotiation, built pressure and created competition, urgency the strategy and choices made before the property ever hit the market!**

Where Estimates Fail

Estimates:

→ Use **old data**

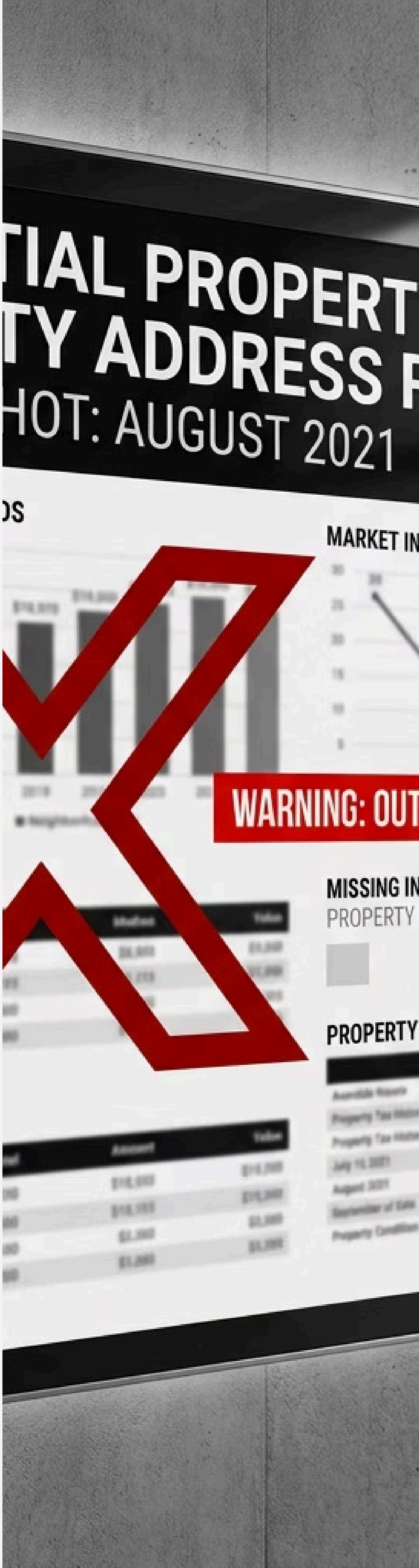
→ Don't see **condition clearly**

→ Don't see **upgrades clearly**

→ Don't see **buyer demand**

→ Don't see flow or feel or a property

They are a **guide**, not a decision tool.



Where Agents Get It Wrong

Some agents:

Quote High

To win the listing

Quote Wide

To stay safe

Follow Recent Sales

Without deeper analysis

None of that tells you:

> **How to create competition.**

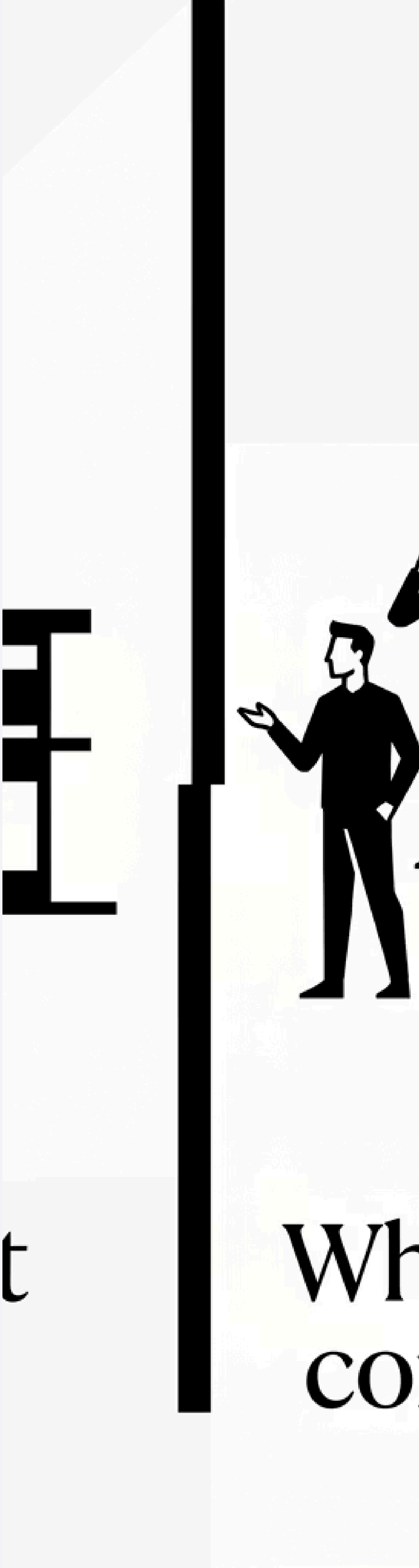
The Real Question

The Wrong Question

"What is my place worth?"

The Right Question

"What will buyers compete for if I sell right now?"



Why This Matters

Get this wrong and:

1

2

3

1. **Your place sits**
2. **Buyers lose interest**
3. **Offers drop**

And you end up selling for less.

The First 14 Days

The first 14 days:

Most Buyers Watching

Is when the most buyers are watching

Urgency Is Highest

Is when urgency is highest

Competition Is Created

Is when competition is created

Miss this window... and it gets harder.

A Simple Reframe

You don't need a "price".

You need:

- **The right starting point**
- **The right strategy**
- **The right buyer response**

That's what drives the result.

So What Should You Do?

Before you rely on any estimate, or get caught up in what's it worth and the agent who tells you a figure you like... you need to understand:

Buyer Behaviour

How buyers are behaving right now

What They're Paying For

What they are paying for

Your Position

Where your place sits in that

Before You Make any Decision...

> Watch this first.

It shows you how buyers actually respond — and where most sellers get caught.

👉 Most Seller Miss This Until It's Too Late

No Pressure

Just understand this first.

> It can save you from getting the process wrong before you even start.