CONRAD HYSLOP REAL ESTATE

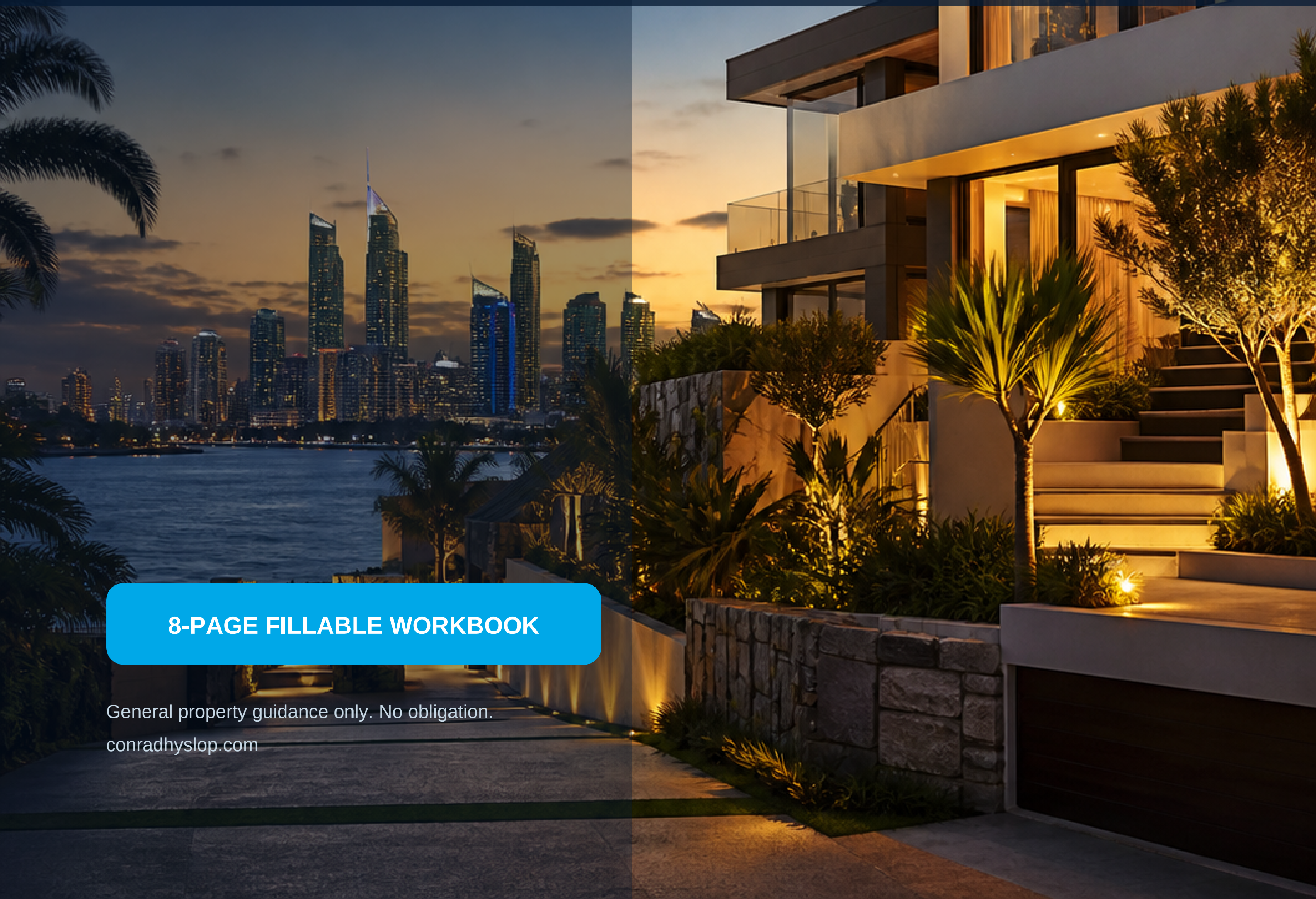
THE GOLD COAST PROPERTY OWNER'S WORKBOOK

SELLER DECISION WORKBOOK

Protect your move before you sell.

Make the five decisions that shape your timing, costs, preparation, agent choice and offers.

1. TIMING
2. COSTS
3. PREP
4. AGENT
5. OFFERS



8-PAGE FILLABLE WORKBOOK

General property guidance only. No obligation.

conradhyslop.com

Start with the whole move

The first decision isn't picking the perfect month to sell. It's getting enough facts to see whether the move makes sense for you.

1. Start with your reason	What do you want the move to change?
2. Build the full cost picture	Include selling, buying, moving, finance and a buffer.
3. Compare the plan	Ask each agent to explain the evidence and selling process.
4. Review offers as a package	Compare price, conditions, risk and timing together.

Your starting point

Name

Property address

If the move makes sense, when would you ideally like it completed?

What is the main question you need answered first?

DECISION 1

Why move, and when?

Name the reason

A market headline shouldn't replace the reason you are considering a move.

What would improve in your life if you moved?

What becomes harder or more expensive if you stay?

Set a practical timing range

- [ ] Within 0-3 months
- [ ] Within 3-6 months
- [ ] Within 6-12 months
- [ ] More than 12 months or still unsure

What event or fact will decide the timing?

Decision rule

If the move improves your life and the finance and changeover are workable, build a plan for the market that exists. If they don't work yet, identify the one gap to solve before choosing a date.

The next fact I need is:

DECISION 2

Build the full changeover cost

Use estimates first, then replace them with written quotes or professional advice. Leave a buffer for costs you haven't confirmed.

Expected sale range	
Loan payout	
Agent fee and marketing	
Legal and settlement costs	
Preparation and moving	
Buying costs and duties	
Finance and holding costs	
Contingency buffer	

What the figures tell you

Estimated changeover gap or surplus

Which figures still need a quote or professional advice?

What changes about your timing or budget?

DECISION 3

Decide what is worth preparing

Don't approve work just because it makes the property look newer. Compare the likely buyer benefit, cost, time and risk first.

	Cost	Benefit	Decision
Repair			
Clean or declutter			
Paint			
Garden or exterior			
Styling			
Other			

Decision rule

Do the work when the expected buyer benefit is clear and the cost, delay and overcapitalisation risk are acceptable. If the benefit can't be explained, get advice before spending.

The first preparation action is:

DECISION 4

Compare agents on the selling plan

A high price estimate isn't the plan. Ask each agent to show the evidence and explain how they will prepare, position, market, follow up buyers and negotiate.

	Agent 1	Agent 2	Agent 3
Relevant settled sales			
Current competing properties			
Price approach			
Preparation priorities			
Marketing and buyer follow-up			
Negotiation process			
Fee and marketing cost			
References and recent results			

Decision rule

Choose the agent whose evidence and process make sense, whose costs are clear and who can explain how decisions will be made after launch. Don't choose on the highest estimate alone.

DECISION 5

Compare offers as a complete package

The highest number may still carry conditions or timing that don't suit your move. Your legal adviser should review the contract before you sign.

	Offer 1	Offer 2	Offer 3
Price			
Deposit			
Finance condition			
Building or pest condition			
Other conditions			
Settlement date			
Special requests			
Confidence and risks			

Decision rule

Compare the net result, conditions, risk and timing together. Ask what can be improved through negotiation, then get legal advice before accepting and signing.

BRING THE WORK TOGETHER

Your decision summary

The move I am trying to make is:

My practical timing range is:

The full changeover picture tells me:

The preparation that appears worthwhile is:

The agent evidence or plan I still need to compare is:

My next useful action is:

Want a second set of eyes?

A Seller Decision Review can help you check the property, likely preparation, current price evidence and the order of the next steps. There is no obligation to put your property on the market.

conradhyslop.com

Gold Coast property guidance from Conrad Hyslop Real Estate

Important: This workbook provides general property information only. It isn't a valuation, price promise, financial plan, tax guide or legal opinion. Confirm property-specific figures and decisions with the appropriate licensed professional before acting.