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The Smart Seller Guide

*For Randburg Homeowners
Thinking About Selling In
The Next 6–12 Months*



Selling your home does not need to start with pressure, panic or guesswork. This practical guide will help you prepare calmly, avoid costly mistakes, and understand the next best step before you go to market.



Trusted Advice. Proven Results.

A practical starting point for homeowners who want to prepare well before selling.



*Free
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The Smart Seller Guide

Practical steps before you sell



1. Start With Your Property Value

Before you spend money or make big decisions, it helps to understand what your property may be worth in the current Randburg market. A professional valuation gives you a clearer starting point.

- Likely selling range
- Recent comparable sales
- Current competing listings
- Buyer demand in your suburb



Smart Seller Tip: Start with a valuation before you start with expensive upgrades.



2. Think About Your Timing

If you are thinking about selling in the next 6–12 months, you are already in a good position. Good selling plans usually start well before listing day.

- Your ideal moving date
- School or work timing
- How much preparation you need
- Whether you want a fast or carefully planned sale



Smart Seller Tip: Selling does not begin on listing day. It begins when you start preparing properly.



3. Walk Through Your Home Like A Buyer

Buyers notice more than sellers realise. A fresh, practical review of your home can help you spot what may affect buyer confidence.

- Entrance and curb appeal
- Light and space
- Garden and outdoor areas
- Kitchen and bathrooms
- Paint, repairs and maintenance
- Cleanliness and smell



Smart Seller Tip: Small details can either build trust or create doubt.





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The Smart Seller Guide
Prepare wisely, not expensively



4. Prepare Without Overspending

One of the biggest mistakes sellers make is spending money in the wrong places. Not every improvement adds value, and not every project is worth doing before you sell.

- Declutter first
- Fix small maintenance issues
- Refresh paint where needed
- Deep clean key areas
- Improve first impressions



Smart Seller Tip: Get advice before spending heavily.



5. Understand Your Likely Buyer

Different homes attract different buyers. A family home, townhouse or sectional title property each appeals to a different audience.

- Who is most likely to buy this home?
- What will matter most to them?
- What might concern them?
- What features should be highlighted?



Smart Seller Tip: You are not preparing your home for everyone. You are preparing it for the right buyer.



6. Prepare For Photography And First Impressions

Most buyers see your home online before they ever book a viewing. Strong photography starts with strong preparation.

- Open curtains and blinds
- Clear kitchen counters
- Neat bedrooms
- Clean bathrooms
- Tidy the garden
- Create bright welcoming spaces



Smart Seller Tip: Buyers cannot fall in love with a home they scroll past.





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7. Avoid Guessing Your Asking Price

Choosing a price based on emotion, hope or online asking prices can lead to disappointment. The right asking price should be based on real market evidence.

- Recent comparable sales
- Current competing listings
- Property condition
- Suburb demand
- Likely buyer response



Smart Seller Tip:

A strong launch starts with a realistic pricing strategy.



8. Know When To Ask For Help

A guide can help you begin, but a personal valuation or walkthrough can help you understand what your specific property needs before going to market.

- What your property may be worth
- What buyers are likely to notice
- What preparation is worth doing
- When to go to market



Smart Seller Tip:

Early advice gives you clarity before you make bigger decisions.



Your Smart Seller Checklist

- ✓ I know my likely selling timeframe
- ✓ I have an idea of my current property value
- ✓ I have identified small repairs or maintenance issues
- ✓ I have started decluttering
- ✓ I have thought about my likely buyer
- ✓ I know what needs to be ready before photography
- ✓ I am ready to request a property valuation

Ready For The Next Step?

If you are thinking about selling your Randburg property in the next 6–12 months, start with trusted advice and an accurate valuation.



Request A
Property Valuation

</property-valuations/>



Explore Smart
Seller Resources

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