



5 Ways Sellers Possibly Do To Get More Buyer Enquiries





GET THE CORRECT PRICING STRATEGY

- **Perform research on past transactions:**

Past transaction information is readily available on HDB website, URA website, SRX platform etc ; information at finger tips: tenure, total units, developer, PSF, rental details, transaction details

- **Perform comparative market analysis:**

Compare the price (HDB) and PSF (Condo) in other blocks or project developments nearby ; may not be apple-to-apple comparison ; buyers usually view nearby blocks / projects in same cluster

- **Perform research on competing stocks:**

Look through the listings that are on sale and note down how long they remain unsold in the market to get rough idea if the selling price is feasible

- **Perform research on unit's valuation:**

Can look for banker to provide rough estimation on the unit's valuation (usually conservative without any option to purchase) ; use some website platform e.g. SRX to know rough value



HOME STAGING & PRESENTATION

- **Declutter the house:**

Too many stuff along the walkway / inside a room will create impression that the house or the room is small. By decluttering the house, it paves the imagination that the house is able to put big furniture or even put a king bed inside the room.

- **White wash the house:**

Dull coloured wall will create impression that the house is dim and not well lit (no natural light). Damaged wall might mean leaking piping or any other possibilities buyer could think of.

- **Decorate the house:**

Paintings, motivational quotes, plants will be helpful to give a different ambience and feeling to the house. By making buyers feeling comfortable during viewing, it is half battle done.

- **Furnish the house:**

If the house is vacant, can consider to rent some furniture. Vacant houses usually take longer marketing period. Buyers can also imagine the size of the house and plan their own renovation.



GOOD PHOTOGRAPHY / VIDEOGRAPHY

- **Nice and bright photos:**

If your own phone is unable to take good photos, try install some editing software to do photo touch up. Image says thousand words. Can consider engage professional photographer if need to.

- **Angles of photos:**

Take photos along the walls ; Take photos from bottom to ceiling ; Can consider using wide lens

- **Avoid taking photos:**

Don't take photos on toilets ; don't take photos on the fixtures / furniture alone ; don't take photos with any people inside ; don't take photos without doing decluttering first ; don't take photos at night ; Don't take narrow corridor ; don't take mirror / glass which has reflection of the photographer ; Don't use fish-eye lens ; Don't take family portraits inside photos



MAXIMIZE THE EXPOSURE

- **Spread the words within development:**

Through daily interaction with neighbours, can inform them that you are selling your unit. There could be some also looking to stay near kids, stay near parents, stay near prestigious school. If lucky, your immediate next-door-neighbour might be interested to have side-by-side units together.

- **Advertisement platforms:**

There are some seller DIY platforms eg Gumtree, Carousell, Facebook etc. Some might involve a fee to boost the listing or bring the listing to front page. Beware that some DIY platforms might be more suitable for rental listings than sale listings.

- **Engage salesperson:**

You may leave the marketing job to the salesperson(s). Some may have marketing plan which is already working to get leads / enquiries. Some would be able to qualify the buyers and stage the buyers towards offering for the unit.



ADVERTISEMENT CONTENT

- **Selling point about the unit:**

Talk about the unit in bullet points: the size, number of bedrooms, number of units, corner / corridor unit, privacy, facing, sun direction, wind direction, unblocked / sea / pool / garden view, layout, renovation done, condition, neighbours, facilities, amenities nearby, MRT stations, rental yield (tenanted unit) etc

- **Can consider to put in lines e.g.:**

Friendly sellers willing to discuss ; Pure selling without contra or extension ; View to offer and open for discussion ; Unit is moving in condition inclusive of furniture (if applicable)

- **Avoid putting in lines e.g.:**

Only certain race is eligible to buy ; Only welcome sincere buyers to view ; The cheapest unit in the development ; Selling low as it is condition ; not for bargain or negotiation

- **Can also consider to put in images e.g.:**

Map of the project ; condo environment & facilities ; photos of shopping malls, MRT stations, shops



CONSUMER EMPOWERMENT INITIATIVE

- An Education Series on Real Estate Matter -



To take away all the trouble of marketing yourself, we can work together! So that you get the right buyer profile to view without wasting your precious family time. Plus, I will do a fantastic job in ensuring you have peace of mind and offer at market price!





5 Star Service Property Wealth Planner

Graduated from NUS with major in Economics and certified with CEA, JJ is a dedicated and responsible realtor who always put his clients' interest first.

Honesty, integrity and professionalism are his core principles at work and your needs will always be the top of JJ's concern. Many clients have testified for his service and maybe one day you can testify for him too.

He can help you to choose the "right" property in Singapore - whether you are an experienced investor, a first time buyer or a foreigner looking to migrate into Singapore. His services cover finding the property, doing financial calculation, negotiating the best price, making an offer and sealing the deal. He believes in no hard selling but meeting the clients' needs and requirements. He is here to help you in everything to make the best real estate decision.

For HDB / condo owners who wish to restructure their portfolio, he can assist and provide advice based on his experience dealing with clients from all walks of life. His services cover sourcing the right buyers, doing financial calculation, getting the best possible market price and ensuring smooth timeline. He believes that every house is marketable. He is here to help you to to get the best possible deal.

[5-Star Services](#) | [Website Profile](#) | [SRX Profile](#)

More Info About JJ →



JJ Wong - Real Estate Asset Property Wealth Planner added

4 new photos.

11 February 2017 · 🌐

💛 TESTIMONIAL #4 💛

Would like to inform that JJ had helped us to market the HDB house and he is able to sell at record high price. We would like to thanks for his effort on this.

At first we are actually trying to sell the HDB our own, JJ approached us and patiently discuss with us on the benefit of engaging the agent. He did not push us too much, as he understood our stance. After the meet up, we actually felt that he really treated the customer with heart, and we felt so much comfortable to let him sell our unit.

Before we meet up with him, there are few agent we met and all giving the negative thought that this unit worth only 420K and does not willing to give it a try until we met JJ.

Once again, sincerely thanks for JJ effort on creating the record high selling price in this area. Thanks!

Regards

Mr Lai (Residential Seller - 668D Jurong West) ✨

#HappyClientHappyDeal! # www.wongjj.com



JJ Wong - Real Estate Asset Property Wealth Planner added

2 new photos from 1 June.

1 June · 🕒 · 🌐

😄 TESTIMONIAL 14 😄

I am very thankful to Jun Jie & his team at Orange Tee & Tie for marketing my unit in Dec 2017. I was very drained mentally at that time because I thought I could easily sell my unit on my own. Jun Jie approached to help me to market after seeing one of my posting. I was very comfortable with him and after listening to his plans, decided to engage him to be my exclusive agent. I have no regrets. He was very prompt to reply my messages. Once he even came to my place about 10pm to see a prospect. Along the way, he was very encouraging as he said definitely there would be a buyer. And true enough my unit was sold in less than 2 months! Once again, I'm thankful to Jun Jie for his great job & would definitely recommend him to others. Thank you Jun Jie!

-Lydia (Residential Seller - 179 Toa Payoh) 🌸

#HappyClientHappyDeal



Copyright © 2018 – Seller Empowering Series by JJ Wong

OrangeTee.



NAVIS
LIVING
GROUP



JJ Wong - Real Estate Asset Property Wealth Planner added

2 new photos from 3 June.

3 June · 🕒 · 🌐

😊 TESTIMONIAL 15 😊

JJ is calm , helpful and responsive to my request. It is not easy to find the right owner at such a tight timing. Thanks for his help with sourcing the right understanding buyer in such a short span.

- Valerie (Residential Seller - 804 King George) 📍

#HappyClientHappyDeal



JJ Wong - Real Estate Asset Property Wealth Planner added

2 new photos from 10 October.

10 October · 🕒 · 🌐

❤️ TESTIMONIAL 26 ❤️

Jun Jie is honest and client-orientated property agent. He is able to highlight and give professional advice from his years of experience. It was a pleasure to have him as my property agent.

-Mr Teh (Residential Seller - 677C Jurong West) ✨

#HappyClientHappyDeal



JJ Wong - Real Estate Asset Property Wealth Planner added

3 new photos from 30 May.

30 May · 🕒 · 🌐

😎 TESTIMONIAL 13 😎

JJ was very patient and professional. Someone very easy to work with. Thank you very much. Was a very pleasant experience.

-Pei Ling (Residential Seller - 108 Lengkong Tiga) ✨

#HappyClientHappyDeal



Copyright © 2018 – Seller Empowering Series by JJ Wong

OrangeTee.



NAVIS
LIVING
GROUP



JJ Wong - Real Estate Asset Property Wealth Planner added

4 new photos.

4 April 2017 · 🌐

💖 TESTIMONIAL #9 💖

I'm writing this email for giving a compliment to ERA Property Agent, Wong Jun Jie.

He is enthusiastic and professional to help us to sell our property. I like his style to screen through all the interested viewers before arranging them to view our house. Rejected for those are not eligible to meet the requirements, saved ours and his time.

Apart from property related matter, he also helped us to settle the cheque issues. Make sure everything is smooth before he end of his service. Thank you. 😊

Regards,
Lydia (Residential Seller - 66 Kallang Bahru) ✨

#HappyClientHappyDeal! # www.wongjj.com



JJ Wong - Real Estate Asset Property Wealth Planner

7 February 2017 · 🌐

☀️ TESTIMONIAL #1 ☀️

I have exclusively engaged JJ to assist in the sale of Yuan Ching Road 3 room HDB unit. JJ has shown powerful negotiation skills and has done well with potential buyers despite the big challenge of remaining lease of the unit is less than 60 years.

I am happy and very satisfied with his responsible and professional attitude throughout the whole selling process that I am able to sell the flat at my initial desired price of \$280,000. I would like to give special thanks to his professionalism as a property agent shown even to the last minute for this situation that we faced.

JJ has shown that he worked very hard on every buyers' lead and provided extremely dedicated service to his client. I will be giving exclusivity to him to sell my father's HDB flat unit in the coming year 2017. Thank you.

Yours sincerely,
Kenneth (Residential Seller - 122 Yuan Ching)

#HappyClientHappyDeal! # www.wongjj.com





Kenneth (Residential Seller)

Oct 4, 2016

JK has shown that he worked very hard on every buyers' lead and provided extremely dedicated service to his client. I will be giving exclusivity to him to sell my father's HDB flat unit in the coming year 2017.



Mr & Mrs Lai (Residential Seller)

Jul 27, 2016

JK had helped us to market the HDB house and he is able to sell at record high price. We would like to thanks for his effort on this!



Derek & Hui Shan (Residential Buyer)

Apr 21, 2016

We will highly recommend you to our friends looking for properties and I am sure we will come to you when we are ready to purchase our next apartment!



Daniel & Feng Ling (Project Buyer)

Dec 11, 2015

We would like to thank Jun Jie and your team for the quality service and we look forward to the same standard of service when we are ready to sell our existing BTO!



*Collected over 100 testimonials. Customers' Satisfaction are my **Personal Achievements!***

DISCLAIMER:

1. By making materials and information available to The Subscribers including facts, data, views, opinions, analyses, comments and recommendations, The Sender is not giving financial, investment, tax, legal, professional or any other advice.
2. The Subscribers agree that and confirm that they shall not treat nor regard any information as constituting advice of any kind.
3. The Sender makes no warranty or representation, express or implied, as to the information's accuracy, reliability, completeness, timeliness or otherwise.
4. The Subscribers shall at all times rely entirely on his / her own assessment and judgement before deciding to enter into or undertake any transaction.
5. While the information has been obtained from sources believed to be reliable, The Subscribers must bear in mind that none of the data, facts, information, analyses, opinions, comments contained within the information has been customised or tailored specifically for any person.