



SELLER'S GUIDE

TO SELLING YOUR HOME

This guide outlines what you can expect when selling your property and how we support you through every stage of the sales process. Selling your home is a significant decision.

Our role is to ensure you feel informed, supported and confident from appraisal through to settlement.



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WHAT MAKES US DIFFERENT

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Every property, every client, and every situation comes with its own set of priorities. Our role is to understand those before offering advice or direction.

At Crossriver Property Group, we take a considered and strategic approach to selling. We combine a strong understanding of the local market with clear, straightforward communication, ensuring you always know where you stand and what your options are.

We believe informed sellers make better decisions. We take the time to explain pricing strategy, market conditions, buyer behaviour, risks, and opportunities at every stage. Our team operates as trusted advisors rather than transactional agents. We guide you through preparation, marketing, negotiation, and settlement with care, focusing on outcomes that hold their value over time.

The relationships we build don't end at settlement. They are ongoing partnerships built on trust and results.



SUE RITCHIE
DIRECTOR

Sue is a highly respected property professional celebrating 32 years of excellence in property management and sales on the border.

Renowned for her integrity, attention to detail, and outstanding results, Sue has built a reputation for guiding clients through complex property decisions with professionalism and honesty.

Her long-standing success reflects not only her industry knowledge, but the genuine relationships she builds with her clients.

ACHIEVEMENTS

2025 Executive Property Manager of the Year
National Property Management Awards

2024 Property Manager of the Year
Organic Growth

2024 Community Relationship of the Year
Cancer Hospital Fundrasier

2023 Property Manager of the Year
Organic Growth

2022 Property Manager of the Year
Organic Growth

WHO WE ARE

Crossriver Property Group is a full-service real estate and property management agency committed to delivering consistent outcomes for sellers, buyers, and investors.

With offices in Wodonga and Lavington, we combine strong local knowledge with a caring, strategic approach to every property we represent.

We take responsibility for every stage of the sales journey, managing your property campaign with care and a clear focus on achieving the strongest possible result.

Our approach is grounded in clear communication, ensuring you feel informed and confident in every decision being made on your behalf.

Supported by well-established systems and hands-on leadership, our team responds efficiently, manages negotiations effectively, and addresses issues before they become problems.

Success at Crossriver Property Group is measured not only by sale price, but by the strength of our client relationships and the trust placed in us to manage significant assets with integrity.



HOW WE WILL MANAGE YOUR SALE

Selling your property is a responsibility we take seriously.

From the outset, our focus is on positioning your home correctly, managing buyer interest strategically and negotiating with confidence to achieve the strongest possible outcome.

With Crossriver Property Group, you can be confident your sale is being managed with the same care and consideration we would apply to our own property.





Acting in your best interests

Every recommendation we make is guided by transparency. Our role is to provide honest, considered advice and to act in a way that supports your long-term financial position rather than chasing short-term activity.

Clear and consistent communication

You will be kept informed without needing to chase updates. We provide feedback after inspections, explain buyer responses, and ensure you understand the strategy behind every adjustment or decision.

Experienced negotiation

Negotiation is where the result is secured. Our experience allows us to manage offers strategically, create competitive tension where appropriate, and guide discussions with confidence and professionalism.

Local marketing knowledge

A strong understanding of the local market underpins every pricing and marketing recommendation we make. We stay informed on buyer demand, pricing trends, and competing listings to ensure your property is positioned effectively.

Care and accountability

The difference in real estate is found in the detail. We take a proactive, hands-on approach and remain closely involved throughout your campaign from launch through to settlement.

PREPARING YOUR PROPERTY FOR SALE



Proper preparation is essential to attracting strong buyer interest and achieving the best possible sale price.

Presenting the property well from the outset also helps create emotional connection and reduces time on market.

Presentation and styling

Your home should be clean, well-maintained, and visually appealing prior to photography and inspections. First impressions strongly influence buyer perception and competition.

We can provide guidance on decluttering, minor improvements, styling, and presentation strategies tailored to your property.

Maintenance and repairs

Addressing minor maintenance issues before going to market can significantly improve buyer confidence. Buyers are more likely to compete strongly for homes that feel well cared for.

Street appeal

External presentation sets the tone before buyers even enter the home. Lawns, gardens, paintwork, and entryways should present neatly and professionally.

Compliance and documentation

Ensuring contracts, vendor statements, and required documentation are prepared early prevents delays once a buyer is secured.



MARKETING YOUR PROPERTY

Effective marketing plays a critical role in attracting qualified buyers and creating competition. A well-executed marketing campaign increases enquiry levels and positions your property correctly within the market.

Professional photography

High-quality photography is essential. Professional images showcase your home's best features, create emotional engagement, and significantly increase online activity.

Major online portals

Most buyers begin their search online. Your property will be promoted across major real estate portals to ensure maximum exposure.

Targeted buyer strategy

Beyond general advertising, we target buyers within our active database and network. Strategic follow-up ensures serious buyers are identified and engaged early.

Campaign strategy

We tailor the campaign length, pricing strategy, and negotiation approach to suit current market conditions and your individual goals.

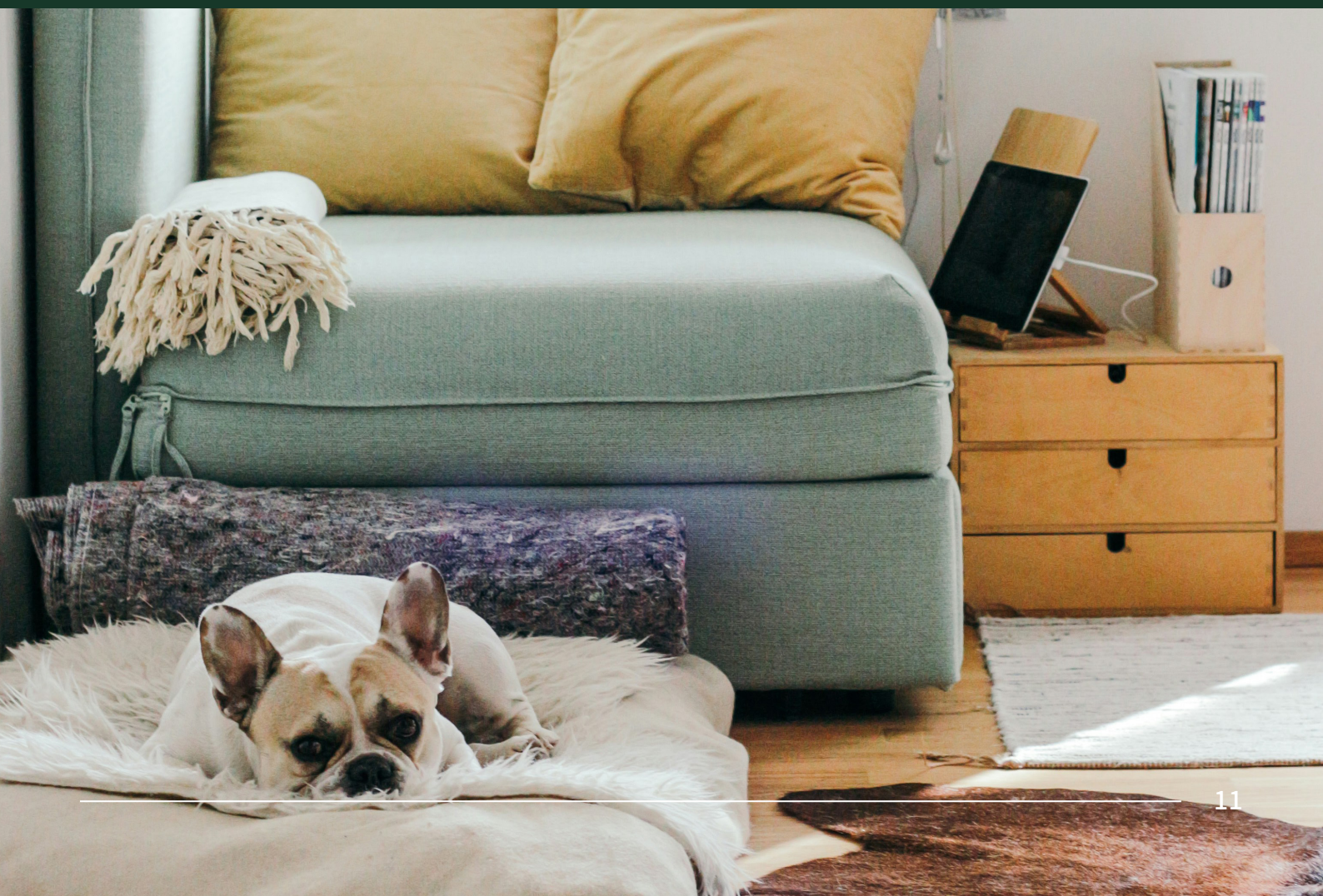
BUYER QUALIFICATION PROCESS

Finding the right buyer is about more than accepting the first offer.

Each enquiry is carefully assessed to determine genuine interest, financial readiness, and suitability. We confirm buyer capacity, including finance position and timelines, before progressing negotiations.

When offers are received, we present them clearly and provide professional guidance on strengths, risks, and negotiation opportunities.

The final decision always remains with you, but our role is to ensure you have reliable, informed advice so you can move forward with confidence.



OUR COMMITMENT TO YOU

Our role is to manage your sale with consistency, care, and accountability, while keeping you informed and confident in every decision made on your behalf.

We manage open inspections, buyer follow-up, offer negotiations, contract coordination, communication with solicitors/conveyancers and settlement progress monitoring. We remain involved from listing to settlement, ensuring the transaction progresses smoothly and issues are addressed promptly.

Ongoing feedback

Following inspections and buyer interactions, you will receive clear and timely feedback so you understand market response, buyer sentiment, and levels of interest. This ensures you remain fully informed as your campaign progresses.

Strategy adjustments

If changes to pricing or marketing strategy are recommended, we will provide considered advice supported by current market evidence. Our approach is always measured and data-driven, ensuring any adjustments are purposeful and aligned with your goals.

Negotiation management

We manage all negotiations professionally and transparently, working to reduce stress while protecting your position. You will be guided through each stage so you can make informed decisions with confidence.

Settlement support

From contract exchange through to settlement, we liaise with all relevant parties to ensure the process progresses smoothly and within agreed timeframes. Our role is to maintain oversight and clear communication until completion.



FEES AND CHARGES

We believe in being transparent about our fees, so you always understand what you are paying for and the value we provide.

Commission

A percentage of the final sale price (plus GST)

Marketing investment

At cost (tailored to campaign strategy)

Additional services

Professional styling, premium advertising upgrades, and optional marketing enhancements available upon request.

Our goal is to achieve the strongest possible sale price while managing your campaign professionally and strategically.

If you have any questions about our fees or services, we are always happy to discuss them openly.



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