

SELLER GUIDE · 2026 EDITION

The Complete Guide to Selling Your Home

Everything you need to know to sell for the best possible price — from valuation to choosing the right agent.

What's inside

- 1. Understanding Your Home's Value**
- 2. Preparing Your Home for Sale**
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1 Understanding Your Home's Value

Before you even think about listing, you need a realistic understanding of what your property is worth in the current 2026 market. Overpricing is the single biggest mistake sellers make, leading to stagnant listings and eventual price drops that signal desperation to buyers.

Automated Estimates

Good for a quick baseline, but often miss nuances like recent renovations or street appeal.

Agent Appraisals

The most accurate method. Agents analyse comparable sales and local demand.

A professional appraisal considers factors that algorithms miss: the quality of light, the flow of the floorplan, and the emotional appeal of the neighbourhood. In 2026, buyers are particularly sensitive to energy efficiency ratings and smart home integrations.

2 Preparing Your Home for Sale

Preparation is where you can add significant value. You don't always need a full renovation; often, strategic cosmetic updates yield the highest return on investment (ROI).

- Fresh coat of neutral paint
- Landscaping and curb appeal
- Updating dated light fixtures
- Decluttering and depersonalising
- Professional deep cleaning
- Minor repairs (leaky taps, etc.)

Cosmetic updates often yield better ROI than major renovations. Painting, lighting and modern fixtures can add significant value without breaking the bank.

3 Strategic Marketing

In the digital age, your first showing happens online. Professional photography is non-negotiable. But in 2026, top-tier marketing goes beyond just photos.

- **Virtual Tours:** 3D walkthroughs allow buyers to inspect the property remotely, filtering out non-serious enquiries.
- **Video Walkthroughs:** Short, engaging social media reels can capture the lifestyle aspect of your home.
- **Digital Floorplans:** Essential for buyers to visualise their furniture layout.
- **Targeted Ads:** Using data to show your property to the specific demographic most likely to buy.

4 Choosing the Right Agent

Your agent is your partner in this high-stakes transaction. Don't just hire the first one you meet or the one with the lowest commission. A cheap agent can cost you tens of thousands in the final sale price.

Compare Agents Side-by-Side

ListBetter helps you find the top performers in your suburb. See their track record, average sale price and verified reviews before you commit.

5 Key Takeaways

- **Pricing correctly from day one is critical to avoid stagnation.**
- **Cosmetic updates often yield better ROI than major renovations.**
- **Digital marketing strategy is as important as the physical showing.**
- **Comparing agents ensures you get the best negotiator for your property.**

High-ROI Preparation Checklist

- ☐ Fresh coat of neutral paint
- ☐ Landscaping and curb appeal
- ☐ Updated light fixtures
- ☐ Decluttered and depersonalised
- ☐ Professional deep clean
- ☐ Minor repairs done (leaky taps, etc.)
- ☐ Professional photography booked
- ☐ Virtual tour / video walkthrough arranged
- ☐ Digital floorplan prepared
- ☐ Agents compared side-by-side on ListBetter

Ready to compare your options?

Submit your property at listbetter.property/get-started and compare proposals from verified local agents — free, with no obligation.