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CENTRAL COAST property pulse



Mark Thompson

home
selling
tips

Selling your home? Avoid these mistakes

Selling a property is rarely simple, and everyone you know will have an opinion on how to go about it.

To cut through the noise, here's a professional perspective on four common missteps worth avoiding when it's time to sell.

Engaging an agent too late

A quality agent does far more than open the front door at inspections. The earlier you bring them in, the more value you'll get from their advice on styling, presentation and what features genuinely matter to buyers in your area.

Because you live in your property every day, it's easy to overlook small flaws. A fresh, market-informed pair of eyes can highlight what to fix, what to leave and which renovations are worth the spend.

Listing with the cheapest agent

Commission matters, but it shouldn't be the deciding factor. A skilled negotiator with

strong local knowledge and an active buyer network will often deliver tens of thousands more on the final sale price than someone simply offering the lowest fee. Shortlist agents who have recently sold similar properties in your area, then interview them until you feel you have met the right one.

Before you make a decision, ask how they'd handle negotiations and how they plan to create competition around your home in the current market.

Setting your asking price too high

Pricing too ambitiously is one of the quickest ways to slow a campaign down. Buyers compare listings closely, and an over-priced property often gets filtered out before the first inspection. The first three to four weeks on market generate the strongest interest, and that initial momentum is hard to recover.

Sold

4 Homedale Avenue,
Beachdale
\$1,436,000

Sold

48 Scenic Parade,
Beachdale Heights
\$1,812,000

Sold

32 Seaview Road,
Banksia Bay
\$4,180,000

Sold

16 Hastings Crescent,
Ocean Grove
\$3,380,000

For Sale



28 Hastings Avenue, Banksia Bay
Guide: \$2,200,000 – \$2,300,000



Seaview Crescent, Ocean Grove
Guide: \$1,600,000 – \$1,700,000



100 Lorrieket Lane, Beachdale
Guide: \$2,200,000 – \$2,300,000

Appraisals

An appraisal offers valuable insight into local market trends, buyer demand, and how your property compares to others in the area. Even if you're not planning to move anytime soon, knowing the current value of your biggest asset can give you greater confidence and help you stay one step ahead in an ever-changing property market.

Looking at selling in the near future?

Please call me: **Mark Thompson | 0402 345 678**



Small changes that can make a big difference when you sell your home

In a competitive market, presentation can influence how quickly your property sells and the price it achieves.

The good news is that small, low-cost improvements are often the ones buyers place the most value on. Here are a few practical ways to help your property stand out so buyers fall in love:

Clear the space and declutter

When it comes to inspections, less is almost always more. Removing excess furniture, personal items and everyday clutter helps buyers focus on the property itself rather than the people living in it.

Pack away family photos, clear kitchen benches and minimise decorative items to create a cleaner, more open feel.

Focus on the finishing touches

Small details can make a surprisingly big impact. Fresh cushions, updated bedding or a new throw can quickly refresh tired spaces without costing a fortune. At the same time, buyers will immediately notice anything that feels neglected, so a deep clean is one of the smartest investments you can make. Pay particular attention to kitchens, bathrooms, grout, windows and appliances.

Create a strong first impression

Street appeal matters more than many sellers realise. Buyers often

form an opinion before they even step inside, so it's worth making the exterior feel tidy and well-maintained. Mow the lawn, trim hedges, refresh garden beds and repair any obvious wear and tear, such as loose fencing or chipped paint around the entrance.

Keep things light and neutral

A fresh coat of paint remains one of the most effective ways to make a property look fresh and new. Light, neutral tones help brighten rooms, make spaces feel larger and appeal to a broader range of buyers.

Get rid of mould and stains

Anything that gives the impression that your home is damp will put buyers off. Clean any mouldy spots and remove stains and watermarks from the wall. Your buyer will also request a property inspection, so talk to your agent about whether you would invest in repairs if mould and moisture are an issue that could affect the price.

A good property manager or sales agent can help you identify which improvements are worth prioritising, so your time and money go towards the changes most likely to boost buyer interest and maximise your result.