

by Damian Clarke | Chas Everitt International

How to Sell Your Home Fast in the Southern Suburbs: 9 Steps + a 15-Point Checklist

How to Maximise Your Sale Price and Save Tens of Thousands in the Process



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Thank you for downloading this guide

Getting your home ready for sale can feel overwhelming, but it doesn't have to be. This simple guide is packed with practical tips you can follow to make your property more appealing to buyers, and increase its value in the process.

The goal is to help you create a great first impression, highlight your home's best features, and give potential buyers a reason to fall in love with it. These tips don't have to cost a fortune, but they can make a big impact when it comes time to sell.

Try to apply as many as you can, even small changes can add up and make a real difference in the final sale price.

Take a look at the list below, and if you have any questions or need advice along the way, feel free to get in touch. I'm always happy to help.

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Contents

- Why Homeowners Sell (And Why It Matters)
- Step-by-Step Guide to Selling in Southern Suburbs
- Your 15-Point Success Checklist
- Pricing Strategy That Works in Today's Market
- How to Prepare Your Home Like a Pro
- Understanding the Real Value of Your Property
- Commission, Costs & What to Expect
- Choosing the Right Agent
- What Happens Next?



Know why you're selling

Every home sale starts with a personal reason:

- You need more space
- You're moving for work
- You're liquidating an investment
- You're downsizing after kids leave home

Understanding your motivation helps clarify:

- Your timeline
- Your negotiating flexibility
- How aggressively you should price and market

Knowing your “why” helps define your “how.”



Step-by-Step Guide to Selling Your Home

Here's what your sales journey typically looks like:

1. Market Assessment: Is now a good time to sell in your suburb?
2. Home Valuation: Let's find out what your home is worth right now.
3. Preparation: Make it market-ready: fix, clean, and style.
4. Marketing: Professional photos, listings, social content, and exposure.
5. Show Days & Viewings: Flexible access = more offers.
6. Offer Review & Negotiation – It's not just price, it's terms too.
7. Legal & Compliance: I'll guide you through certificates, transfer, and paperwork.
8. Moving On: Plan ahead so you don't scramble at the finish line.

15-Point Home Seller Success Checklist

1. Choose the Right Agent

Look for someone who knows your suburb, prices accurately, markets proactively, and communicates openly.

2. Price With Precision

Use a CMA to avoid overpricing or underpricing. Strategy matters more than guesswork.

3. Focus on First Impressions

Clean up the curb. Paint the front door. Style your entrance.

4. Declutter & Depersonalise

Less is more. Buyers want to imagine their life here, not yours.

5. Define Every Room

Make sure each space has a clear, intentional use — no “dump” rooms.

6. Style It Right

Neutral tones. Pops of colour. Soft lighting. Fresh flowers. Clean lines.

7. Fix What's Broken

Buyers notice. Small repairs now = fewer objections later.

8. Use Pro Photography & Video

Your home is a product. Let's market it like one. I include this service.

Continued...

9. Make Viewings Easy

Weekends. Evenings. Short notice. More flexibility = more offers.

10. Be Transparent About Issues

Honesty builds trust. If there's a crack, a leak, or a noisy neighbor — better we control the narrative.

11. Know What Offers Really Mean

Cash? Pre-approved? Full of conditions? I'll help you decode each offer.

12. Stay Sharp in Negotiations

It's not just about price — it's about winning terms, timing, and certainty.

13. Handle Legal & Compliance Early

You'll likely need: electrical, plumbing, beetle, gas & electric fence certificates.

14. Plan Your Move

Don't wait for the last week. Book movers early, sort your next home, and prep your handover timeline.

15. Celebrate the Win

Selling a home is a big milestone. When it's done right — it's worth a toast.

How to Price Smart in the Southern Suburbs

Cape Town buyers are savvy. And the suburbs are hyper-local.

Constantia buyers don't behave like Kenilworth buyers. That's why you need:

- A comparative market analysis (CMA)
- Pricing based on actual sold data, not just listings
- Consideration for renovations, finishes, solar systems, and layouts
- A tactical strategy: sometimes we price to create competition, not just set a number

Preparing Your Home for Market

We don't "wing it." We prep with purpose:

- Declutter surfaces, storage, and garages
- Repaint where needed (light, neutral tones)
- Clean or replace old curtains/blinds
- Use natural light — open windows, switch on lights
- Add warmth — throws, rugs, subtle candles
- Style it to sell — not just live

Need help? I work with trusted photographers and home stylists.

Understanding Value & Commission

What's Your Home Worth?

I offer free valuations (with no pressure). We'll cover:

- *Area trends*
- *Your home's features*
- *Buyer demand*
- *Sale timelines*

Commission Structure

Chas Everitt offers competitive, flexible commission — you'll know exactly what you're paying and what you're getting for it.

Why Work With Me?

Selling isn't just marketing — it's strategy, communication, and trust.

Here's what I bring:

Expert on the Southern Suburbs market

National brand with strong buyer networks

High-impact marketing (photos, video, social)

Direct personal support from start to finish

Full legal, compliance & offer negotiation guidance

Ready to Sell?

Let's talk. I'll walk you through your home's true value and the best plan for a smart, successful sale.

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