

JOHANSSON  
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THE SELLERS BRIEF

# Selling in 2026?

**Firstly—congratulations!** Taking the initiative to gain perspective before you act already places you ahead of most.

'The Seller's Brief' is designed to provide clarity—so your decisions are informed, strategic, and aligned with your outcome. Before we address the questions that likely brought you here, there is a few points worth stating clearly:

1. **Your choice of agent** is the single most important investment you will make in the sale of your home. The cheapest agent isn't the one who charges the least. The cheapest agent is the one who gets you the most money from the market. *Read that again.*
2. **Fee structures mean very little in isolation.** What matters is an agent's ability to create competition, apply leverage, qualify buyers properly, and negotiate without compromise. The best agent combines that outcome-driven focus with the skill and discipline to pair you with a qualified buyer who will see you through from sale, to sold and settled — not just to a signed contract.
3. **Be cautious of flat-fee commission models.** A flat fee can invite a flat approach. When reward is capped, incentive can be too. Exceptional outcomes are rarely achieved through minimum effort. The same logic applies to "included" or agent-funded marketing. *Ask yourself:* If an agent has absorbed the marketing cost, where does the pressure sit — on extracting your best price, or on selling quickly to recoup their investment? The reality is this: almost every agent engages the same third-party providers — major property portals, photographers, media companies, signboard and brochure suppliers. No one is accessing these at a meaningful discount. When you invest in marketing, it is strategic positioning. When an agent carries that cost repeatedly across multiple listings, it can introduce subtle pressure into their process — pressure to move property, rather than negotiate harder.

*These are the nuances that matter.* And they are rarely discussed openly.

**Now, let's get into it!**

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# Interest rates, timing.

Interest rates are cyclical. **They rise. They fall.** They always have.

A 0.25% movement can feel significant — but let's keep it in perspective.

- On a \$1,000,000 mortgage at 6.5%, repayments are around \$6,320 per month.
- A 0.25% increase lifts that by roughly \$170 per month — about \$2,040 per year.
- Even two rises (0.50%) equates to roughly \$4,000 extra per year.

Now compare that to property performance.

- If a \$1,000,000 asset grows by a modest 6% over 12 months, that's \$60,000 in capital growth.
- At 9%, that's \$90,000.

So yes — rate rises increase holding costs. But in many cases, capital growth has materially outweighed those increases. The point isn't to dismiss interest rates. It's to keep them in proportion. If the timing is right for you — financially and personally — short-term rate movements shouldn't overshadow long-term positioning.

*Make decisions based on your long-term strategy and life timing — not just the latest rate announcement.*



# To renovate or not?

This decision should never be emotional. *It should be strategic.* And the answer almost always lies in your marketplace.

## **Start with a simple, practical exercise.**

Go to one of the major property portals. Search your suburb. Filter to “Sold” and sort “Newest to Oldest.”

Review the last 4–6 comparable sales — similar bedrooms, bathrooms, and ideally similar land size.

Now look closely:

- Are the kitchens renovated?
- Are the bathrooms updated?
- Is there consistent new flooring and paint throughout?
- Or are they largely original — yet still achieving strong prices?

If comparable homes in original or lightly updated condition are selling at fair-to-strong prices, you may be in a mature, healthy, and forgiving market — one where buyers want the location and land more than they want perfection. That’s an important signal. Because renovation is not about spending money. It’s about spending \$1 to make \$2 or \$3.

Two bathrooms and a kitchen, done properly and consistently — plus flooring and paint — can easily exceed \$100,000.

The real question becomes: Is there evidence you’ll recover it?

## **Now Look again at the sold results.**

Are renovated homes in your immediate pocket selling for \$200,000–\$250,000 more than unrenovated? And more importantly — if you completed the same renovation, would your home genuinely stack up against those top sales? Is there proof to support that expectation? Because once you invest in renovation, you anchor yourself to a price. You naturally want your money back — and more.

**This anchoring** can extend days on market when buyer feedback doesn’t match expectations. As campaigns drag on, urgency softens, competitive tension fades, and the early momentum that drives strong offers begins to erode.

## **It’s also worth remembering:**

Spending \$45,000 on bespoke window furnishings, does not guarantee the market will pay a premium for those decisions.

**The market pays for value — not personal taste or sunk cost.**

In short, determining what your property is worth as-is versus what it could be worth renovated is usually a straightforward, data-driven exercise.

*Do it before you commit to either path.*



# Curb appeal? Or sell as is?

Even if your home is a genuine fixer-upper, don't assume buyers will interpret it the way you do. You may understand its potential — but buyers respond first with emotion, not logic.

## **We are visual by nature.**

The drive-by. The first impression. The feeling of owning that home. The façade is the face of the property. It sets the tone before a buyer ever steps inside. It can feel warm, refined, approachable — or neglected and uncertain.

That first glance creates the narrative:

- What if?
- Could this be ours?
- Is this the one?

Ideally, the front door is visible from the street. The path is clear. Garden beds are tidy. Concrete is clean. The letterbox is straight. Nothing is hanging loose, broken, or forgotten. It doesn't need to be extravagant. It needs to feel cared for.

Buyers will quite literally walk the aisle into your home — and when they leave, they will almost always turn back for one last look. Make sure that final glance reinforces the feeling you want them to carry with them.

First impressions don't just attract buyers. **They position value.**



# Fresh Paint... or Patchwork?

This ties directly back to the renovation question: *What does your market actually reward?*

A quick comparison of recent comparable sales will usually give you the answer.

If you are selling largely as-is, with only minor updates, a full internal repaint can sometimes work against you. A beautifully painted interior can be undermined by one or two gracefully aged areas you've consciously chosen not to renovate — creating inconsistency in presentation. **Buyers notice contrast.**

If the market clearly supports a full renovation and premium positioning, then yes — a complete repaint absolutely strengthens the finish. But if your strategy is to sell in original or lightly updated condition, targeted patchwork can be the smarter move.

Strategic patch-and-paint in obvious areas — water stains, discolouration in kitchens, scuffed hallways, tired fences, the underside of patios — can materially improve presentation without overcommitting capital.

**Remember:** motivated buyers in these markets are often already factoring renovation costs into their offer. They are buying potential.

**And there is another risk to consider.** You may choose a colour scheme that feels neutral and safe — yet it may not align with the buyer's intended renovation direction. In that case, a full repaint becomes irrelevant to them, and your investment carries little additional value. Painting throughout should enhance your pricing strategy — not dilute your margin.

## **In short:**

- If the market rewards fully finished homes, paint with intent.
- If the market rewards potential, refine — don't over-polish.
- *Presentation should support your positioning, not contradict it.*

# Private Treaty or Auction

Private treaty is the most common method of sale — and for buyers, it's comfortable. Under private treaty in Queensland, buyers are generally entitled to a 5-day cooling-off period. In addition, if given the opportunity, many contracts will include:

- A finance clause
- A building and pest inspection clause
- Sometimes both — regardless of whether they are cash-capable or not

These conditions often span 1–3 weeks. More complex still are contracts subject to the sale of the buyer's own home — layering uncertainty upon uncertainty.

On paper, you sign a contract and celebrate. *In reality, you wait.*

You wait for:

- The buyer's finance approval
- The bank valuation
- The building and pest report
- And the buyer's interpretation of all of the above

Even a glowing report can become leverage if a buyer chooses to interpret it differently. "Satisfactory" is often at the buyer's discretion.

During this conditional period, enthusiasm can shift. A buyer who felt confident at offer stage can become cautious once external opinions enter the equation, and in a market flowing with new listings and constant alerts, it is not uncommon for buyers to withdraw under a finance or inspection clause. Their deposit is refunded. They move on. You return to market.

**To be clear — many private treaty contracts proceed smoothly.**

Strong agents can negotiate cash or shortened-condition offers. But when a contract collapses after two or three weeks, the seller absorbs the cost: lost momentum, lost energy, and sometimes compromised pricing.

**It is a lower-pressure method** — and that's precisely why many buyers prefer it. It allows them to place conditions on the purchase while they "vet" the decision.



# Private Treaty or Auction

## **Auction is different.**

It is structured, time-bound, and progressive — typically over a three-week campaign. Its core purpose is to identify motivated, prepared buyers and create competitive tension within a defined timeframe.

Competition is the key driver of premium outcomes. When buyers see one another bidding, transparency increases confidence. **“If they believe it’s worth that — perhaps it is.”**

There is no price ceiling at auction. The market determines value in real time. You still have a reserve price it can't sell below.

Whether sold prior to or under the hammer, auction campaigns are conducted **on cash, unconditional terms**, with a 10% deposit.

- No cooling-off period.
- No finance clause.
- No building and pest inspection clause or renegotiation.

From, for sale to sold and settled — cleanly.

Auction isn't the right fit for every seller profile. But in the right market conditions, it can be highly effective for almost any property.

The key question is not: *Which method do I prefer?*

It is: *Where does the leverage sit in today's market — with buyers, or with sellers?*

**Method should amplify momentum — not introduce avoidable risk.**



# Open Homes or Private Inspections?

Both work. The question is — what are we trying to achieve?

**Private inspections** filter out casual traffic. They attract buyers who are active, intentional, and ready to engage. They can generate strong early offers — particularly from buyers wanting to secure the property before wider exposure. Clean. Controlled. Targeted.

**Open homes are different.** They invite everyone. You might have ten groups through — and perhaps only two to four are genuine buyers. But those buyers don't know who's serious and who isn't. They see activity. They feel competition. They sense potential loss. And perception drives urgency. When structured correctly, open homes create competitive tension — one of the most powerful price accelerators available.

**The strongest approach? Often both.**

One or two well-timed open homes to generate visible demand. Supplemented with private inspections to nurture serious buyers and open negotiations.

Your agent can legitimately reinforce activity:

*"We had strong attendance on Saturday and we're keen to understand where interested parties sit."* It's factual. It creates leverage. In reality, this might mean 2–3 hours of access across a couple of weeks. Short-term inconvenience. Long-term advantage.

The decision isn't about comfort. It's about creating the right environment for buyers to act — sooner, and stronger.



# One Agent or Many?

Contrary to popular belief, appointing *one agent exclusively* is often the most effective way to protect both your price integrity and the smooth progression of your sale from contract to settlement.

At first glance, multiple agents can seem logical: More agents, more exposure, more buyers, more urgency. In theory, the highest offer wins. In practice, the dynamic is different.

Real estate is predominantly commission-based — and that's not a flaw. Remuneration tied to results aligns motivation with outcome. However, when several agents compete for the same commission, the incentive can subtly shift toward securing the first offer rather than the strongest one. If another agent sells the property first, the effort invested returns nothing. That pressure can lead to encouraging early offers — not always because they are the best outcome, but because they are tangible.

Buyers can sense this. And when multiple agents present the same property to the same marketplace, it can create:

- Conflicting information
- Mixed pricing guidance
- Inconsistent messaging
- Diluted urgency

Buyers may question value — or wait to see which agent weakens first.

In contrast, with one experienced agent, the incentive is clear. The focus stays on **maximising price and strengthening terms**, not racing for position. Messaging remains consistent, negotiation is controlled, and your property sends one clear signal to the market.

In an 'open listing', you become everyone's opportunity — *but no one's responsibility*.

When you find an agent you trust, exclusivity doesn't reduce leverage. It concentrates it.



# Before Easter or After?

For me, this one is straightforward. **Is the timing right for you and your family? If the answer is yes — act.**

More importantly, only you understand your own circumstances, planning, and motivation that brought you here.

*Don't overthink the calendar!* (Easter, ANZAC Day, School holidays.)

Serious buyers don't disappear because of a long weekend. In fact, many use those windows to inspect more property. Both passive and active buyers will present themselves when the right home appears.

**Here's something equally important to consider:**

*Market conditions can shift quickly* — rate rises, political uncertainty, global events, financial uncertainty— so momentum works both ways. Move when it suits your life, not the headlines.

That said, **allow enough exposure to test the market:** 2–3 weeks of structured campaign activity creates competition and confirms value. Even staggered campaigns maintain buyer interest. Buyers watch. They wait. They anticipate opportunities. In today's environment, buyers are informed and decisive.

**The key is controlled exposure** - giving the market the opportunity to respond — so you can move forward in your timing, knowing you have not left money on the table.



# Getting it Right the First Time

**Selling a home is more than a transaction — it's a strategic decision.**

Every choice you make, from timing to agent selection, renovations to staging, and method of sale, affects not just the price you achieve but the experience of the sale itself.

This guide has walked you through the most critical considerations:

- **Agent Selection:** One trusted, experienced agent protects your price and terms from sale to settlement.
- **Renovation Decisions:** Spend wisely, only where the market supports it, and never overcapitalise.
- **Presentation & Staging:** Curb appeal, strategic paint, and thoughtful styling amplify value and buyer perception.
- **Method of Sale:** Auction or private treaty? Let the market, not preference, dictate the strategy.
- **Exposure & Timing:** Structured open homes and private inspections, combined with personal timing, create competition and momentum.
- **Market Perspective:** Rates, politics, and headlines shift constantly — your decision should be grounded in your circumstances and your goals.

*The common thread through every decision is clarity and control. When you know your marketplace, your property's potential, and your objectives, you can navigate the sale with confidence — and maximise the outcome.*

**Remember:** getting it right the first time is not about guessing. It's about preparation, strategy, and execution.

**With the right insight, guidance, and focus, selling can be structured, stress-free, and highly rewarding**

## JOHANSSON & CO

# Can we help?

**Of course we can.**

Since 2008 we've had the privilege of helping hundreds of families sell more than \$390,000,000 in residential real estate across Brisbane and Logan.

We've grown away from a franchise model to operating our own real estate company — giving us full control over value, strategy, offers, and execution.

**If you're seeking clarity — not pressure.** Call, message us or Scan the QR code, for a strategy-led review of your home's position in today's market. Simply informed perspective, grounded in experience.



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“I had the pleasure of meeting Sean when selling the family house. Working with Sean was an absolute pleasure from start to finish. His professionalism, deep knowledge of the market, and genuine commitment made the entire selling process seamless and stress-free. Sean took the time to understand my situation, providing honest advice and was always available to answer questions—no matter how small. What truly sets Sean apart is his attention to detail and his ability to negotiate effectively while keeping everyone at ease. He went above and beyond to ensure every step was handled with care and precision. I highly recommend Sean Johansson to anyone looking for a trustworthy, experienced, and personable real estate agent. You won't be disappointed!” James - (Vendor)

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“We had an outstanding experience working with Sean. His knowledge of the market was clear from day one. Sean guided us through pricing, timing and strategy with confidence and enthusiasm. Throughout the entire process, he was very helpful, always available to answer questions, and made what could have been a stressful experience feel smooth and manageable. Thank you Sean and his team. We couldn't be happier with the service we received and highly recommend them to anyone looking to buy or sell.” Moneesha - (Vendor)

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“Sean was excellent to deal with from start to finish. He took time to explain the process of marketing, open houses, auction and selling, patiently answering our many questions and only offered advice when asked. It was obvious from the beginning that Sean knows the business, trends and market really well. He is a very friendly person, making you feel instantly comfortable to be frank and honest. We were grateful for his expertise in achieving our sale price and would highly recommend him.” Leanne - (Vendor)

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“Sean was our first choice of agent based on a neighbour's favourable recommendation and experience. From our first meeting he presented as a sincere, genuine professional, who quickly gained our confidence and trust. He is a highly effective communicator with the ability to develop quality informed relationships with his clients. His convincing negotiation skills enabled us to gain a welcome return from the sale of our property. I have no hesitation in recommending Sean as a potential agent.” Graham - (Vendor)

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“We recently had the pleasure of dealing with Sean whilst purchasing our new beautiful home. He is a fantastic agent who holds himself with the highest of professionalism and integrity. He took the time to make us feel comfortable throughout the whole process and made it stress free. We would recommend him to all that want a calm transition of sale / purchase.” David - (Buyer)

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