



Spring Selling Guide 2025

A Canberra Homeowner's Roadmap to a Successful Sale

Contact us today!



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Canberra's Inner South Property Experts

Your Month by Month Selling Timeline

July / August (Preparation Month)

- ☐ Book your property appraisal
- ☐ Declutter and deep clean your home
- ☐ Organise pre-sale maintenance (painting, minor repairs, etc.)
- ☐ Style your home or consult a professional stager
- ☐ Gather legal documents for a smooth campaign

October–November (Momentum Months)

- ☐ Maintain gardens and presentation
- ☐ Adjust strategy based on market feedback
- ☐ Push final buyer interest for a competitive result

September (Launch Month)

- ☐ Photography, video & floorplan completed
- ☐ Go live online
- ☐ Launch with a strong open home strategy
- ☐ Consider auction as a strategy to drive urgency

December (Wrap-Up & Celebrate)

- ☐ Finalise contracts and settlements
- ☐ Enjoy a stress-free holiday period
- ☐ Start your next chapter

Why Sell In Spring?

Spring is traditionally Canberra's busiest and most vibrant property season. Buyers are out in full force, gardens are in bloom, and longer daylight hours create the perfect conditions for showcasing your home.

Benefits of selling in Spring:

- More buyer activity = higher competition
- Homes photograph better with natural light and greenery
- Auction clearance rates historically peak in this season
- Families aim to buy and settle before the end-of-year holidays

5 Tips to Maximise Your Spring Sale

1. First Impressions Matter

- ☐ Refresh your front garden, clean the windows, and update house numbers or your letterbox

2. Let the Light In

- ☐ Open blinds and curtains, and schedule open homes during peak daylight

3. Highlight Outdoor Living

- ☐ Set your deck or courtyard for entertaining — a big selling point in Canberra's warmer months

4. Work With the Right Agent

- ☐ Choose an agent with strong spring auction experience and local buyer networks

5. Leverage a Strategic Marketing Campaign

- ☐ High-impact advertising, social media content, and buyer matching are essential

Looking to sell this spring but don't know where to start?

We'll guide you from appraisal to sold stocker with a tailored campaign that gets proven results. Let's make your home stand out this season. Contact us today to get started!



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