

property home garden

Selling off-market versus on-market

When selling, homeowners need to make many decisions. One is whether to sell on-market or off-market, and there are benefits and disadvantages to both.

Selling off-market means selling after a direct approach from a buyer, or to buyers only introduced by a real estate agent through a 'secret' selling campaign. This can be very appealing to vendors because it avoids the cost of advertising and the bother of doing open for inspections or even preparing the house

for sale. Sometimes, a very motivated buyer will even pay a premium to secure a property off-market. But not always.

How can the vendor be sure they have achieved the best price if selling off-market? Often, a higher price may have been achieved by actively advertising the property and going 'on-market'. There is a real risk of not getting the best price if you don't fully understand the current value of your home and your options.

Only by going on-market with a proper selling strategy and an experienced agent can a vendor be sure they have reached every possible buyer for their property, and through buyer competition be sure they are selling for

the best offer achievable.

If you are approached to sell or considering selling, it's always important to take your time and speak with several real estate agents about price and selling strategy. Not only will this give you comfort about your decisions, it will also enable you to select an agent you feel you can trust and who has your best interests at heart.

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And the winners are . .

Nifty Roadshow by Cameralla took out the top prize at the 11th Peninsula Film Festival's Short Film Festival last month at the Dromana Drive-In. The hilarious sketch comedy explored a reality where non-fungible tokens – nifties or NFTs – have taken over the world of antiques, to the annoyance of presenter Rudiger Hampforth, played by Best Actor recipient Troy Larkin. Second prize went to City of Salt by James Di Martino, who also walked away with the Best Director gong, and third prize went to Healing Country by Tracee Hutchison. Best cinematography went to Skin by Jarid Seymour. This year's judging panel included Lachy Hulme, Kate Atkinson, Madeleine West, Michala Banas, Toby Truslove and Georgina Haig.

Filmgoers enjoyed pre-show entertainment by singer-songwriters Heidi Luckhurst and Matilda Pearl (pictured right). *Photos right and left: 1st Take Media Production, Justine McNamara, and Mornington Peninsula Magazine*






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