Unreserved.



AUSTRALIAN SELLER'S GUIDE · 2026

Sell your home without an agent, anywhere in Australia.

The whole sale in 8 steps, from the legal paperwork to handing over the keys. Every state's rules in one place.

8 steps
start to settlement

$900
flat fee to list on realestate.com.au

6 to 10 weeks
typical campaign

THE SHORT VERSION

You can sell your own home. Here's how.



"I spent 15 years as an agent and called over 2,000 auctions. Buyers now find homes on their phones. The commission didn't change. This guide shows you how to do the job yourself."

Ben Williams, Founder, Unreserved

It's legal

No law in any state says you need an agent.

A conveyancer does the legal work

The same as when an agent sells.

You reach every buyer

A licensed agency puts you on the portals.

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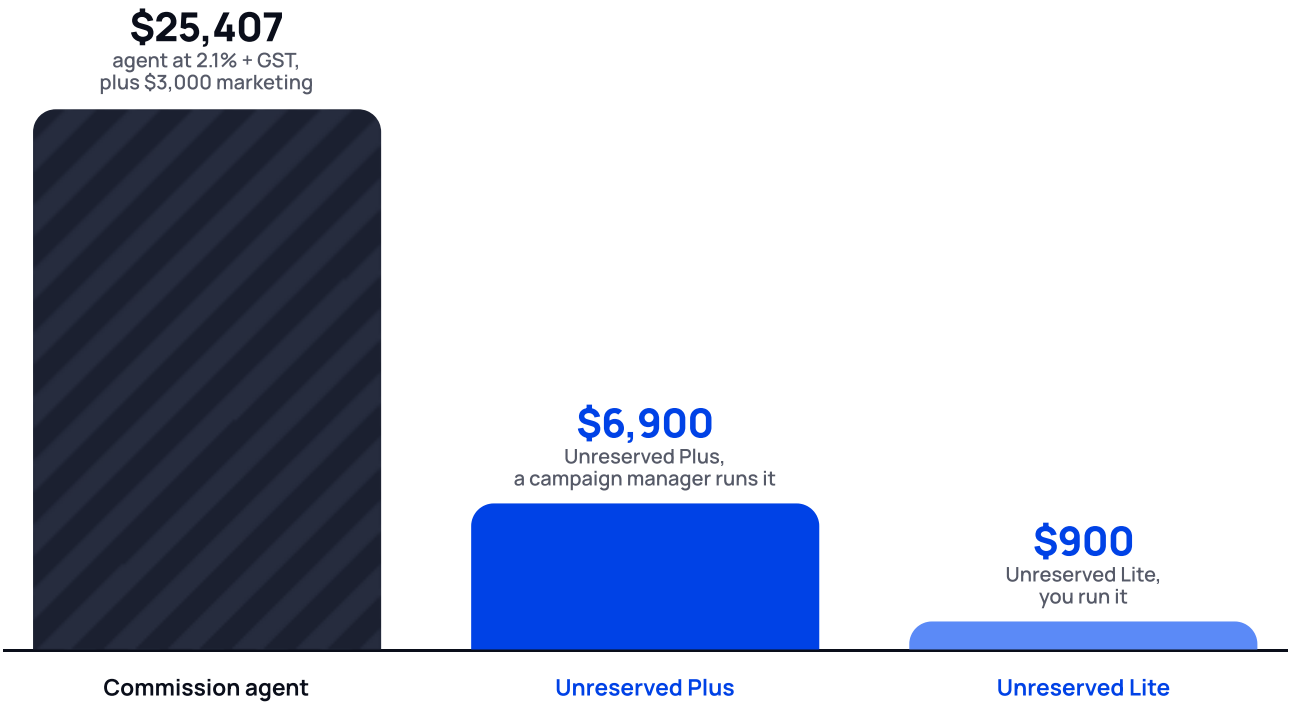
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WHY SELL PRIVATELY

Same buyers. Same portals. A flat fee, not a percentage.

Estimated selling costs on a $970,000 home.



What an agent does

Prices it, photographs it, lists it, shows buyers through, negotiates. You can do every one of these, or hand some of them over for a flat fee.

Why it matters

An extra $40,000 on your price earns an agent about $840. To you it's $40,000.

An estimate, not a promise. It assumes the same sale price either way. Commission at 2.1% before GST, the conservative end of a 1.8 to 3.5% range (Unreserved Commission Report 2026). The marketing budget is an example. Conveyancing and photography are extra in every case.

THE ROADMAP

8 steps to sold.

Six to ten weeks to a signed contract. Then 30 to 90 days to settlement.

1. **Legal paperwork**
   Conveyancer, your state's documents, ATO certificate
   WEEK 1
2. **Set your price**
   Comparable sales, then a free AI valuation
   WEEK 1
3. **Prepare the home**
   Declutter, clean, fix, photograph
   WEEKS 1 TO 2
4. **List it**
   realestate.com.au, Domain, signboard
   WEEK 2 TO 3
5. **Answer enquiries**
   Within hours, every time
   WEEKS 3 TO 6
6. **Run inspections**
   Small groups, follow up in 24 hours
   WEEKS 3 TO 6
7. **Negotiate and sign**
   Written offers, real competition
   WEEKS 4 TO 8
8. **Settle**
   Cooling-off, conditions, keys
   +30 TO 90 DAYS

01

STEP ONE · WEEK 1

Get the paperwork ready.

Book a conveyancer or solicitor before the photographer. Each state has its own rules about what a buyer must see, and when.

STATE	BEFORE A BUYER SIGNS	COOLING-OFF
VIC	**Section 32** vendor statement, plus the due diligence checklist at inspections	3 clear business days
NSW	**Contract of sale** ready before you advertise	5 business days
QLD	**Form 2** seller disclosure statement. A solicitor does the conveyancing	5 business days
WA	No statewide disclosure statement. Sales use the **Offer and Acceptance**	None
SA	**Form 1** vendor statement, served on the buyer	2 clear business days
TAS	No statewide disclosure statement. Honest answers still matter	None
ACT	A **complete contract**, with building and compliance reports and energy rating, before you list	5 business days



EVERY STATE · APPLY NOW

ATO clearance certificate. Since 1 January 2025, every Australian resident seller needs one, at any price. Without it, the buyer holds back 15% of the price at settlement. It's free, applied for online, and can take up to 28 days.

02

STEP TWO · WEEK 1

Set the right price.

Price is the biggest risk in a private sale. Not the paperwork. Get it from comparable sales, not a feeling.

3 to 5
similar homes that sold

3 to 6
months back, no more

1 to 2km
from your home

1 range
you can defend

FILL IN · YOUR COMPARABLES

Address	Sold for	When	Better or worse than mine?

My range: $ _____ to $ _____

FREE · 60 SECONDS · NO SIGN-UP

Check your number with a free AI valuation.

It scores your home against recent comparable sales. In our data, most campaigns that launch well above it end up cutting their price, by a median 4.8%.

unreservedrealestate.com.au/valuation →



03 Prepare the home.

STEP THREE · WEEKS 1 TO 2

Buyers decide from the photos whether to come. Spend where they look, and skip the renovation.

WORTH DOING

- [ ] Declutter benches and shelves
- [ ] Deep clean, windows and grout
- [ ] Fix taps, handles, blown globes
- [ ] Neutral paint on marked walls
- [ ] Mow, weed, mulch, clean the path

USUALLY SKIP

- [ ] A new kitchen or bathroom
- [ ] New flooring throughout
- [ ] Landscaping redesigns
- [ ] Expensive styling for a modest home

Book a pro photographer

For the week before you list, once the work is done. Add a floor plan, and drone shots if you have land, a pool or a view.

04 STEP FOUR · WEEK 2 OR 3

List it where buyers look.

realestate.com.au and Domain only take listings from licensed agencies. List through one, and keep control of everything else.



Offers over $945,000

3 bed 2 bath 2 car 620m²

North-facing family home, 600m to the station

Inspect Sat 10:00 to 10:30 · Contact the owner

ANATOMY OF A LISTING THAT WORKS

Example listing, not a real property.

1. **Hero photo.** Your best angle, in the best light.
2. **A real price.** One you'd accept. No bait.
3. **The facts.** Buyers filter on these.
4. **The headline.** What the next street can't offer.
5. **Next step.** Times and how to reach you.

UNRESERVED LITE · YOU RUN THE SALE

List on realestate.com.au, Domain and three more portals.

AI-written copy, a 24/7 AI assistant for buyer questions, one buyer inbox, and licensed agents on call. No commission, no lock-in.

$900
one-off

See Unreserved Lite →

WEEKS 3 TO 6

05+06 Enquiries and inspections.

Hours, not days

Reply to every enquiry fast. A buyer who waits a day has booked three other homes.

24-hour follow-up

Message every party after every inspection. Most buyers need a few touches before they offer.

WHEN BUYERS ASK

"What will you take?"

"We're open to offers. What would you like to offer?"

"Any problems with the house?"

"It's all in the documents, and you're welcome to a building and pest."

UNRESERVED PLUS · WE MANAGE IT

Rather not field the calls?

A dedicated campaign manager writes and builds your listing, handles buyer enquiries and follow-up, with licensed agent support. You open the door.

$6,900

$2,000 up front, $4,900 on sale

See Unreserved Plus →

07 Negotiate the offer.

STEP SEVEN · WEEKS 4 TO 8

The highest number isn't always the best offer. Compare the terms.

OFFER A

$945,000

Deposit	5%
Finance	Subject to finance
Building and pest	Not done
Settlement	120 days

STRONGER OFFER

OFFER B

$935,000

Deposit	10%
Finance	Pre-approved
Building and pest	Done
Settlement	60 days

FOUR RULES THAT PROTECT YOUR PRICE

1. **Offers in writing**
   Name, price, deposit, dates, conditions.

2. **Never go first**
   Ask for their offer. Don't name a lower number.

3. **Real competition**
   Two buyers? Set a deadline for best offers.

4. **Move the same day**
   Agreed terms go straight to your conveyancer.

WATCH OUT

"Subject to sale" offers and long finance dates hold your home off the market without a firm buyer. Ask for short, firm dates, or keep marketing until they're met.

08

STEP EIGHT · 30 TO 90 DAYS

From signed to settled.

Your conveyancer runs the dates. Here's what happens, in order.

Signed
Deposit into trust

Cooling-off
0 to 5 days, by state

Conditions
Finance, building and pest

ATO certificate
To the buyer

Final inspection
The week before

Settlement
PEXA, then keys

BEFORE SETTLEMENT

- [ ] Tell your lender you're selling
- [ ] ATO certificate to your conveyancer
- [ ] Book removalists
- [ ] Keep the home as sold

ON THE DAY

- [ ] Keys, remotes and codes ready
- [ ] Manuals and warranties left
- [ ] Home and yard clean
- [ ] Conveyancer confirms, keys go over

WATCH OUT

Tell your lender as soon as you sign. Mortgage discharge forms take time, and a late one can push settlement back.



PRINT THIS PAGE

Your checklist.

1 Before you list

- [ ] Conveyancer engaged
- [ ] Your state's documents started
- [ ] ATO clearance certificate applied for
- [ ] Comparables done, price set
- [ ] Free AI valuation checked

2 Get it ready

- [ ] Decluttered and cleaned
- [ ] Small repairs done
- [ ] Garden and entry tidy
- [ ] Photos and floor plan booked
- [ ] Listing copy written

3 Live campaign

- [ ] Listed on the portals
- [ ] Signboard up, shared locally
- [ ] Enquiries answered in hours
- [ ] Every party followed up in 24h
- [ ] Offers in writing, compared

4 Contract to keys

- [ ] Documents given before signing
- [ ] Contract signed, deposit in trust
- [ ] Cooling-off and conditions met
- [ ] Lender told, removalists booked
- [ ] Settled, keys handed over

NOTES · CONVEYANCER, PHOTOGRAPHER, KEY DATES

Unreserved.

READY WHEN YOU ARE

Sell your home. Keep the commission.

Unreserved is a licensed real estate agency. We put your home on the major portals for a flat fee, not a percentage.

Start with a free AI valuation

60 seconds, no sign-up. See a price band you can defend.

Get my valuation

UNRESERVED LITE

You run the sale

$900

- [ ] realestate.com.au, Domain + 3 more
- [ ] 24/7 AI buyer assistant
- [ ] Licensed agents on call

Sell it yourself →

UNRESERVED PLUS

We manage it

$6,900

- [ ] $2,000 up front, $4,900 on sale
- [ ] Dedicated campaign manager
- [ ] Enquiries and follow-up handled

Have us run it →

Questions first? Talk to a licensed agent on 1300 285 391.

General information about selling residential property in Australia, not legal, financial or tax advice. Rules differ by state and can change; figures current to November 2026. Confirm your situation with a conveyancer or solicitor in your state and your accountant. Your main residence is generally exempt from capital gains tax; an investment property may not be. Package prices current at November 2026. Unreserved Real Estate Pty Ltd T/A Unreserved · ABN 21 690 052 209.