



# Questions to test the agent

From the desk of ...

Paul Kounnas, Director of Hudson Bond Real Estate

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WHEN it comes to selling Real Estate, there are plenty of mistakes, pitfalls and painful experiences you could avoid.

On appointing an agent to sell your property, don't forget that you are the owner of the property, and you can be in control of the sale. You have the control before you sign up, so for your own safety, keep that control by making sure you understand the ramifications of what the agent asks you to sign.

The following are some good questions and suggestions which home sellers may find useful to ask agents.

- **What price do you think you can sell my property for and why?**
- **Do you usually sell properties for the price you quote the sellers?**
- **Do you guarantee your price and what would happen if you didn't get us the price you quoted?**

With almost every agent, advertising will be a big point. Be careful, this is the most common way in which thousands of homeowners lose thousands of dollars without selling. Ask the

agent if they have studied marketing and if they know any of the smarter marketing methods which are more cost effective for you.

- **Do I have to pay you any advertising money if my property doesn't sell?**

You need an agent who will get you the highest price at the lowest cost without any risk of loss if there is no sale.

- **Do you offer any service guarantee where if we employ you and we are not happy with your performance, we can dismiss you without any penalty to us?**

- **What is it about you and your agency that makes you better than other agents in the area?**

This is a good question. The agents all want to say they are the best for you, but they will struggle to define what is meant by best. Of course best to a seller means the highest price with the lowest risk and the most nett amount of dollars in your pocket.

- **Hudson Bond Real Estate**  
751 Doncaster Road, Doncaster 3108.

“ **What price do you think you can sell my property for and why?** ”



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