



How do you find the right agent?

From the desk of ...

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REAL Estate is a competitive business and every agent in the area wants your listing.

So how do you choose the best agent?

The negotiation ability of the agent you select to sell your home has a huge bearing on the final price you receive.

The first thing to look for in an agent is their ability to negotiate and persuade buyers to maximise the sale price of your property.

Don't make the costly mistake and fall for the common trap of choosing the agent who quotes you the highest price (or the lowest fee).

A good agent will be able to show you a list of the most recent sales in your area and discuss honestly how these compare with your property.

Question the agent and find out how they arrived at their opinion of the price.

What evidence does the agent have to demonstrate their price is fair and honest?

The agent should be able to show you like properties that have recently sold for a similar price. Discuss features of your home that may enhance or detract from the possible sale price.

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Selling a home is not something you do everyday, so be careful not to be fooled by dishonest and unethical agents who over quote just to get your listing and tie you up.

Understand what you are signing and know the risks and costs if you don't sell.

Before you sign make sure you are satisfied with their answers to these questions:

- Do you sell properties for the price you quote sellers? Ask for proof.
- Do you provide a written guarantee on the price you are quoting? If not, why?
- If you don't deliver on your promises and we are not happy with you, can we terminate our agreement without costs?

An honest agent will not hesitate in living up to their promises by giving you a service guarantee.

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