

6 tips on *how to choose an agent...*

To assist you with selecting the best agent for your property, here are some hints, tips and questions that can help you when interviewing.

one...

Be wary of the busy high-volume agent...

The busiest or top selling agent in a suburb isn't always the agent delivering the best individual sales results for their clients - an agent focused on volume of sales or with too many listings at one time will find it difficult to give your sale the focus it deserves. This can also lead to the agent selling their listings in competition with each other.

two...

Be wary of the agent who “has a buyer ready to go” for your property...

With the volumes of buyers in the market today, all agents can say “I have buyers ready to go”. Unfortunately, these statements can be misleading as the buyer has not yet seen the property to decide if they actually want it. High-level property marketing will always generate greater interest and competition, and ultimately the best result. That “ready to go buyer” will still see the property online if it fits their criteria.

three...

Be wary of the commission-cutting agent..

If an agent charges far less than the local standard, or is quick to discount their own fee, how do you think they will fare when negotiating buyers to the highest price before bringing you an offer? The cheapest agent is usually the most costly in the end – if the fee-cutting (or cheaper agent) can only achieve a price \$20k to \$50K lower than the other agent, you can lose out on a significant sum of money.

four...

Be wary of cheap marketing...

Marketing affects results. If you want the best price, an appropriate investment in marketing can't be overlooked. All agents use a small selection of the same companies for marketing and who all charge similar rates. Therefore, cheaper marketing usually only means you aren't getting the amount of marketing appropriate for your property.

five...

Be wary of 'promises'...

Some agents may be quick to 'promise' they can get a certain price for your property. Winning the listing is their game and their work stops there. It is not the promise of a high price that will lead to the best result. The best results will always come from high level processes, high level marketing, good sales strategies, good negotiating, and old-fashioned hard work.

six...

Be wary of the "Suburb Specialist..."

This "specialist" may try to assert that you should work with them because they know the local buyers, have a big local database, and they know the local market better which will lead to a better result. This is an outdated concept. If an agent is truly an expert at what they do, selling in other suburbs is not a difficult transition. Similar sales, marketing and negotiation strategies still apply, and detailed local market research can be done in within an hour. Furthermore, a significant portion of enquiries for every listing come from out of area and all active buyers are looking on real estate.com.au, so there's limited to no benefit of that big local database. Having local knowledge can always help save the agent some time, however the elite agent will outperform the local one 9 times out of 10 – sales processes, marketing strategy and negotiations skills are still the most important factors.

“Our focus will always be on *quality* of sale, *not quantity* of sales, and this is what will always generate the best result for you”.

Questions to *consider...*

1. Can you provide a detailed local market report and discuss the local market trends, predictions, insights, and local buyer preferences?
2. Can you explain your analysis of price to me and your analysis of the sales evidence that you have relied on?
3. Can you explain your sales process to me?
4. Can you provide a marketing strategy that ensures my listing will engage with all of the buyer categories and target markets?
5. How will you ensure my property is marketed with a point of difference?
6. Can you provide an explanation of what your pricing strategy will be?
7. Do you have a home open strategy that will ensure buyers are highly engaged for the longest time possible?
8. What is your communication and follow up strategy for buyers?
9. What will your response be when a buyer says my house is not worth \$X?
10. What negotiation tactics will you use to ensure you present only the highest offers?

11. To improve negotiations, do you maintain good relationships with all the local buyers?
12. How do your sale prices compare to the sales of similar properties by other agents, and can you show me some examples?
13. Can you provide case studies to show your strategy will deliver the best result for me?
14. All the agents in the area know what they charge with regards to commission. If you're as competent as you say, why wouldn't you charge the same?
15. Can I have a list of your last 10 clients with their contact details, for reference purposes?
16. Do you have a client communications plan that you can share with me?

**“As a valued client,
we will always be
open and honest
with you at every turn
and will leave no stone
unturned to ensure
you achieve the
best possible result.”**

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