

choosing the right agent

We understand that choosing the right agent to sell your home is a big decision and can make thousands of dollars difference in the final sale price. With this in mind, we've compiled some things to consider during the selection process to help you make an informed decision.

1. Survey your local area

Drive around and note down the real estate office that seems to have the most for sale signs erected. This office will also have the most buyers on their database for properties in your local area, as buyers are attracted to the office with the greatest variety of properties for sale. Also, note the agent that has the most sold signs erected in your local area. This agent is the most effective active agent - they actually sell homes. Often these two are other one and the same, making your choice that much more simple. The simple answer is that the most active agent can generally secure the best price for your property.



2. Survey your friends and neighbours

Ask them who they bought their home from, ask them about the service they received, ask them who they would list their home with. Get a general feeling about who they think is the most active agent in the area and who would do the best job selling your home. The choice of the best agent is critical so take your time, study your local marketplace and make an informed decision about the one or two agents you will interview based on your conclusions.

3. Go undercover

One of the best ways to research your shortlisted agents is at open house inspections, so why not pop into one and see your agent in action. You don't have to choose open homes of properties that are similar to yours, just use the opportunity to see how your agent presents an open house and deals with potential buyers. It can also be a good time to say hello and get some contact details.

At the inspection watch and interact with the agent, taking note of the following things:

The way the agent communicates and interacts with potential buyers. Is their communication style one that you're comfortable with?

Their behaviour at the open house inspection. Did they stand at the door and welcome everyone? Did they proactively identify the features of the property for sale? Were they able to answer all the questions about the property?

4. Knowledge is everything

You will be able to tell after speaking with the agent whether or not they are an advocate for that area, do they sing the praises of the suburb you're selling in and seem as though they know the area like the back of their hand?

The agent should be able to give you a thorough snapshot of the market in your area and surrounding areas. They should know about schools, transport, demographics and the sorts of buyers looking for homes in the area. The agent you choose is going to represent you and your property. It's important that they know the area you're selling in, and know the other properties for sale, and that have sold recently. An agent who knows the local scene can assess your home as it sits in the market, alongside similar properties. \)

5. Brands mean nothing

Most real estate franchise companies want you to believe that each of their branded offices deliver a similar level of service. This is not true. Each franchise office is owned by an independent operator, who pays to use the name of the franchise company but does not necessarily adhere to the recommended operating systems of the franchisor. Therefore, the service you received from a 'Brand X' Real Estate office in one suburb or town can differ greatly from the service you get from the same brand in another suburb or town.

6. Go with your gut

Comfort matters and it's important to ask yourself do you feel comfortable with the agent? You need to be very honest with an agent during the selling process and hence you need to make sure you are comfortable with the agent and can have open and honest communication.

With all this information now at your fingertips we hope you're able to find the right fit for the sale of your home. Wishing you all the best in your real estate journey.