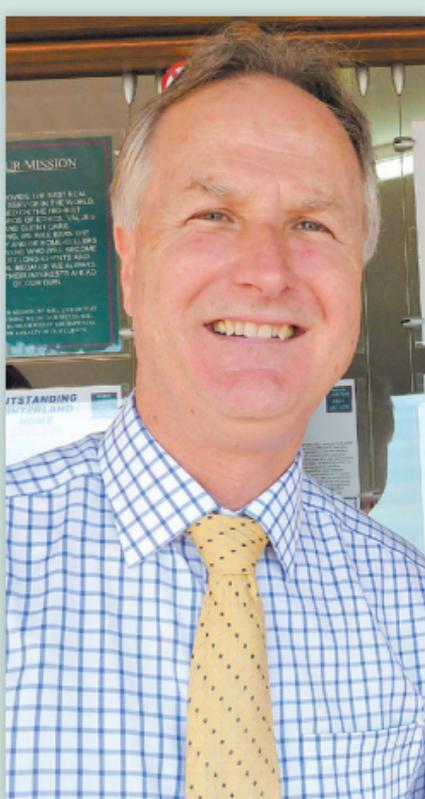


Real Estate Comment by Roger Loughnan

"No act of kindness is ever wasted".

Aesop

VALUERS - THE UNSUNG HEROES OF REAL ESTATE



Property owners considering selling are often confused about the likely selling price of their beloved home. This is especially so now with daily reports of falling property prices in Sydney and Melbourne combined with tightening lending and a banking royal commission!

Friends, neighbours and agents all readily offer their thoughts on price. Sellers themselves have strong 'endowment' feelings about their property. It is only natural and healthy to love our homes as there are so many personal emotions and memories attached.

We strongly recommend engaging the services of a Certified Practising Valuer. They will give you a detailed report on what they believe your property will achieve at this time in the market. Valuers are accountable for their reports as they can be sued. Banks are getting much tougher and lending money on facts not fiction.

It's been said that 'having real estate agents determine the price of homes they list and sell for commission is ludicrous and doesn't allow for any objective opinion on the price of the house'. Home sellers need a truly objective party to ascertain the correct value. Agents and homeowners are not objective: agents have a vested interest in winning the sellers' business whilst the seller has an emotional connection with the home that can naturally cloud their judgment. Valuers can access information regarding comparative properties that are under contract or have just sold and therefore have not made it to Data. So, don't be left in a quandary about your home's true value.

Hire a Valuer!

Choose an agent who has a "no sale no fee" policy plus a guarantee you can sack them.

18 Common Mistakes Made by Home Sellers available from Roger Loughnan Real Estate on 5478 5288 or sales@rlre.com.au

OVER 20 YEARS HELPING HOME SELLERS ON THE RANGE

ROGER LOUGHNAN

REAL ESTATE

'people who care' **OPEN 7 DAYS | 5478 5288**



Shop 2/1 Post Office Rd, MAPLETON
www.rogerloughnanrealestate.com.au