

HOW TO CHOOSE THE BEST AGENT

Choosing the best agent to handle the sale of your property is often a difficult choice. They look similar, sound convincing and usually will tell you that they are the “best”. Many people know several agents in a community, and it is hard to pick one for fear of offending the others. The principle is the same as picking your doctor, find the one you feel most comfortable with and who offers the most benefits for you.

Some agents charge less than others or discount their fee to beat other agents for the listing. Just remember, you get what you pay for and if the agent is willing to give their money away so easily when applying for your listing, then imagine how they will be when negotiating the sale of your home with your money. In their fee, your agent should be covering all marketing including professional photos, signage and internet marketing. Some will try and sell you vendor paid ‘must have’ marketing packages but many of these products are purely to promote the agent and are a definite waste of your money.

There is also a perception that some high-profile agencies who operate mainly in more expensive areas will have a bank of wealthier buyers and therefore will be superior to a local agent. As long you choose a local agent who has many years of experience in the local area, has excellent negotiating references as well as an up to date database of buyers, then you won't need to engage agents from out of the area. It is also good to support local businesses who are supporting the local community.

A good agent should also advise you on how to present your property to achieve the best price and attract the most buyers. Some renovations prior to sale are not necessary and you will not regain this money in the sale. Your listing should be presented at its best with the least possible outlay from you.

One of the quickest ways to identify a good agent is to ask if they will guarantee their service. Listen to your gut feelings when interviewing agents, if you don't feel comfortable with the person to handle the sale of your home then don't hire that agent. Just remember, don't sign anything unless you know you are safe.

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