

Why you Should Advertise your Property with a Price

Marketing experts say Sellers could potentially lose close to half of the normal enquiry if a product is marketed without a price. Retail shops can prove that clothing racks with prices receive double the interest compared with racks where buyers have to ask for the price.

The same rule applies to selling properties. Advertisements with lines such as *"Price by Negotiation," "Contact Agent," "Forthcoming Auction," "Best Offers Closing Soon"* all contribute to less enquiry from buyers. Statistics show that Buyers get annoyed if there is no price displayed and will most likely assume the price is too high and will not enquire.

Because the market is forever changing, some agents will overcome the difference between Seller's expectations when pricing their property and what the market will bear by saying *"Let's not put a price on it"*.

Buyers often say they have a certain sum to spend and want to look through the real estate websites in their preferred suburbs and see what they can afford. Buyers often say to us, *"We don't want to have to contact agents to see whether a property is in our price range."*

We strongly believe properties should be listed with a price that can be substantiated in the current market. Negotiation experts say if you want to get the highest price for your property you should start high with a nominated price but if the property doesn't sell after a certain period, then adjust your price until the best buyer is found - PRICE is a very important factor in effective marketing. It is also critical to have a trained negotiator working on your behalf.

Call our office for more information on how to get the very best price for your property.

TESTIMONIALS



REVIEWS FROM OUR CLIENTS

★★★★★ *"Monica knew her stuff and led us down the right path to a successful sale."*

Review by M Smith - Mapleton

★★★★★ *"From the get go, we could not fault the performance of Roger and his colleagues. Always up front, true to his word, said it how it was."*

Review by G & A Hocking - Flaxton

★★★★★ *"Monica was great to deal with, always got back in a timely manner and knows her market."*

Review by J Forsyth - Flaxton

★★★★★ *"Roger was very professional, helpful and kept us fully informed."*

Review by T & A Polley - Montville

★★★★★ *"Roger and Monica gave excellent advice. Their quiet confidence and obvious knowledge of the market was very reassuring and helpful throughout the process. Great result."*

Review by J & B Fulcher - Montville

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who care'*

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