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### **How to decode a property advertisement**

Real estate agents are many things to many people, but their first and foremost role is in sales. This means they're committed to focusing on a property's finest features, sometimes using optimistic descriptions that don't always match up to reality.

The role the advert has is to get people to the Open for Inspection. Then, the Agent will need to do the work and present it to the prospective buyers. The issue with the creative adverts is it wastes a lot of precious time for buyers, causing them to miss out on real opportunities rather than falling for the agents' creative marketing spin.

With this in mind, it's easy to see how some property advertisements seem to border on hilarious. A coastal Queensland property, recently listed for almost \$900,000, offered 'a rare opportunity' with 'endless possibilities'. 'The property holds very strong bones and really is the perfect blank canvas', according to the advertisement.

Translation: Perhaps it's liveable, perhaps not. Maybe the owners made it part of the way through renovations before running out of money. Whatever the case, this property probably needs some love, that is work, before anyone would want to live in it.

If you would like a translation of terms, the following is a good starting point:

- 'Cute', 'cozy' or 'adorable' = small, tiny and cramped.
- 'Renovators' delight' = better have lots of time and money as it needs a lot.
- 'The backyard is your canvas' = there's nothing but dirt back there.
- 'Easy access to freeways' = hope you enjoy the sound of 18-wheelers at 2am.
- 'This home is spotless' = no one has lived in it for six months.
- 'Retro' = shag carpet, linoleum and lime green appliances included.
- 'Motivated sellers' = overpriced and/or mortgagee's foreclosure is looming.
- 'Unique' or 'one of a kind' = owner is a creative painter with pink polka dots or owner values Greek Gods and has Zeus in the back yard with Acropolis Columns in the front.

Your challenge is to establish the seller's motivation for selling and tailor your offers accordingly! For assistance, feel free to contact your Chocolate Money team on 1300 137 539.