

Identity Property Buyers



NEWSLETTER #070

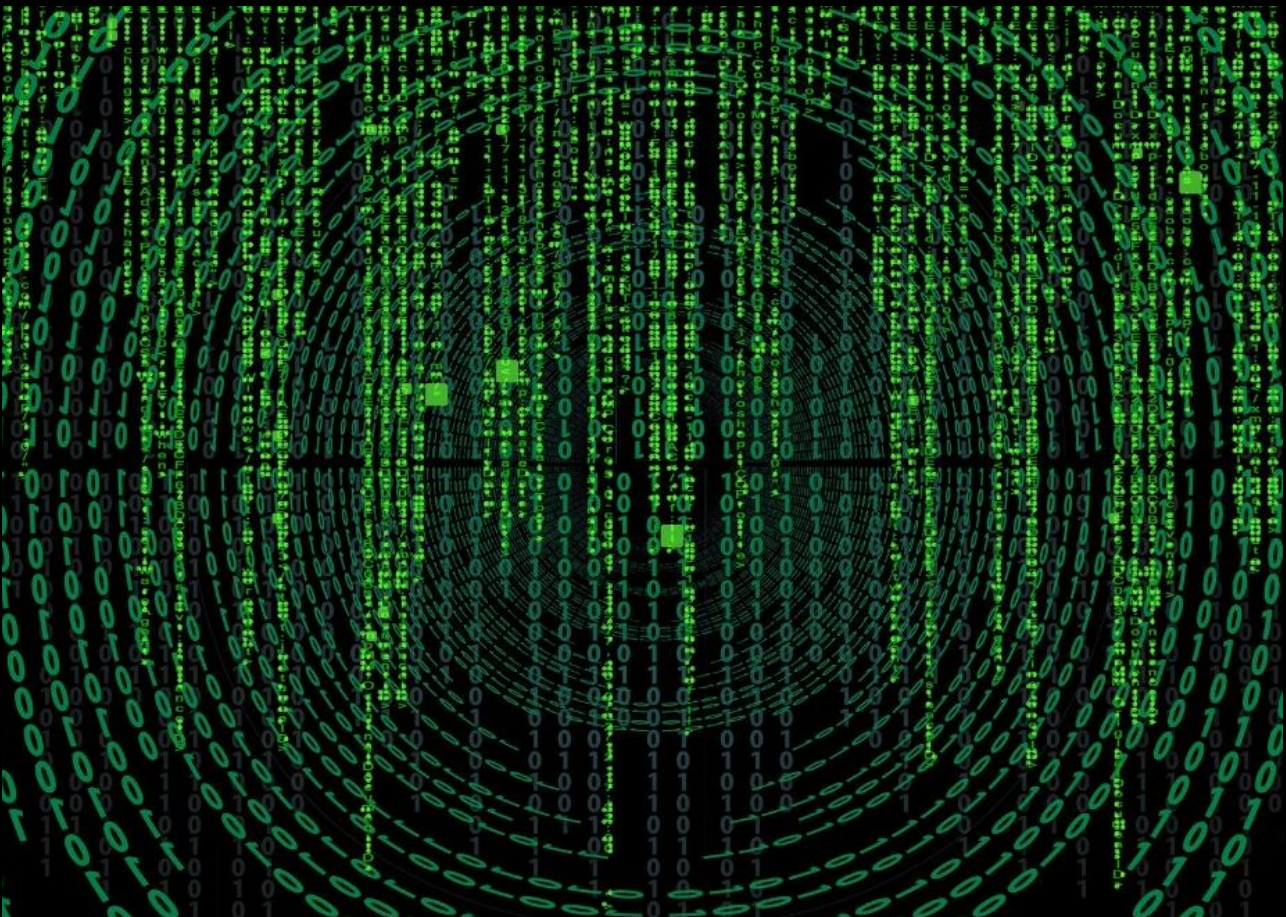
Why Employ A Coach?

Gone are the days where information and data was hard to come by. Now we are in a completely new age where we can get access to as much or as little data as we want in order to aid our decision making.

At your finger tips we are able to scour the internet for information on just about anything we are interested in. If that is working out what the best suited smart phone is or you're wanting to buy a car and looking for reviews from people who have purchased the same one, it is all there.

The problem is no longer how do we find the data or information, the problem now is that there is so much information and data available that we need to be able to decipher it correctly.

Data Overload!





Have you heard of the term 'Confirmation Bias'? This is essentially whereby you will have a desire to purchase something and you search for data looking for things to support your decision and potentially thrifting out the data that is not in support.

Some data should be excluded for various reasons but how do you pick and choose what needs to be included and what needs to be removed?

It is probably not a massive deal when you are purchasing a phone, TV or working out where to go for dinner, but when it comes to buying high dollar assets, it is important to know when to hold the data and when to fold the data.

Experience is the Answer..



Given the AFL finals are upon us, it's fitting to say that it takes a lot of hard work, determination, skill and experience to place well and make finals. But it is so much more than that, as every aspect of a professional athletes life needs to be optimised in order to consistently perform at their best.

As this is not an individual sport and in order for everyone to succeed, they all have to work as a team. And you will often see that for a team to take out the premiership they will need to have quite a lot of experience playing together. They need to have a great connection between their defence, midfield and forwards so that they can quickly adapt and change styles when required.

So if we apply this thought process to property then in order to obtain the best results you really need to have a professional experienced team around you. One that knows how to act irrespective of the flow of the game/market conditions.



From the selling side you will see that the majority of vendors take the correct approach and will use professionals. When selling their property they employ a sales agent, conveyancer and possibly an interior designer to stage the property.

They are covering all their bases in order to present their home at its best, ensuring that the legal side of things is all squared away and then employing a professional to market and negotiate on their behalf, so that they get the win.

Their Team & Their Coach!

Continuing the team sport analogy, from the buying side it is often very different, it is more like a group of players who have the desire and the energy but lack the experience to ensure the win. They don't have the coaches and experienced team around them to ensure that they fully understand the game and be truly competitive.

This doesn't just apply to property or football, so if you want to get professional results and minimise costly mistakes you should seriously consider...

Employing a Coach.



Let our professionals at IDentity Property Buyers help you avoid all those costly mistakes and provide you with a fantastic experience and an exceptional end result....



Make contact today and schedule in a **Free, No Obligation** chat with one of our Buyers Agents & Property Strategists.

Don't get left behind when the market is moving, take control with your very next steps in a professional way today!

MAKE CONTACT

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At IDentity Property Buyers we build Investment Portfolio Plans for clients who want exceptional results.

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