



PROPERTY FLIPPERS AUSTRALIA

QUALIFYING YOUR REAL ESTATE AGENT

Not all real estate agents are equal especially when it comes to selling renovated properties.

To ensure you can feel confident in the real estate agent you chose to sell your property we have a number of questions you can ask and why you should ask these. See below:

Question - What do you think our property will sell for?

Why - We want to know if the agent speaks about market value and emotional value in this response. They can provide comparable sales but how are they going to market this property to achieve above the comparables by finding the “emotional buyer”

Question - How are you planning to market the property?

Why - This is 100% dependant on your market but using Perth as an example of a hot market it is preferable to use a no price strategy. If any enquiry comes in they can provide a price guide but an “emotional buyer” price guide for the first week to see if they can find someone over and above market value before potentially placing a price guide from buyer feedback on the advertisement. This means you show no sign of weakness of dropping price if required.

Question - Do you feel I should stage the property for sale?

Why - If they say no then you know you have the wrong agent. No matter the market staging shows to add up to 10% onto the sale price. Renovation and staging provides suburb records and must be done in combination not isolation.

Question - How many open homes are you planning to do each week?

Why - In the first 7-14 days is when the momentum and intensity builds around the property. We would be expecting them to say 3-4 with at least one mid week evening and a Saturday and Sunday viewing time to get every buyer through possible and quickly to find that emotional buyer.

Question - Are you going to be in attendance at all open homes and negotiating offers?

Why - We want to make sure that if you are signing up with an agent that the buyer is going to speak to them and they will be in control of negotiating your offer to the highest possible level.

Question - Is it just going to be you at the open home or will there be two people?

Why - We want to make sure that there is one person at the door capturing all buyer information allowing all buyers to be spoken to at the door and in the property to capture their intent to purchase the property.

Question - How many times do the buyers who attend open homes get spoken to?

Why - We want to make sure that they have at least as a minimum three contacts including once at the open home, a text message with the property details and a call back after the open.