



## Selling Tips

**Our number one tip – the Golden Rule of hiring an estate agent:**

**“Never pay any money to any agent for any reason until your home is sold at a price you want.”**

It is an easy rule to remember but often a hard rule to follow. If any agent wants money from you for any reason (particularly marketing), before your home is sold, you should not consider this agent.

Never allow your agent to use ‘Price Range’ advertising. Price Ranges attract “buyers” who cannot afford your home. Your lowest price you display will be the highest the buyers want to pay.

**Golden Rule of Auctions: DON'T**

Auction is the worst method of selling any home. Auctions are used to “condition” and then “crunch” the sellers. The auction system is designed to sell homes with almost no regard for the welfare of home-sellers. Insist that the agent takes the risk, not you.

Beware... the Quote Trap. Making your choice of agent based on their quoted estimates can be a huge mistake. Many agents will either avoid the price or inflate the price. The price an agent quotes you before you sign with them and the price they get can be quite different.

**Always ask the agent what they will do to get the highest price.**

Interview agents until you find one that you are comfortable with and you like – remember this is a job interview and **you** are the employer.

Choose the Best Method... the smart way to sell is by Private Treaty Sale. This method is open, honest and straightforward. It deceives no one. Sellers get the best price with no risks and no hassles...providing your choice of agent is the correct one.

Your correct choice...of agent can make the difference of thousands of dollars to you. Agents are privy to a great deal of confidential information about you. In the wrong hands it could cost you dearly. You are not present to hear what your agent is saying to buyers...consider this!

**Howard Shedden  
Licensee in Charge**

Acknowledgement: Some of the above advice is extracted from Neil Jenman’s book “Real Estate Mistakes”

**If you would like more assistance in selling your home or wish to receive a free copy of this book of advice please contact us on 02 4926 1566.**