

Selling your home

In the era of let's give it a go and do it ourselves, I would stress first that you do your research and examine your own attitudes, do you have the ability? There are many capable people out there who are able to sell their own property themselves. They have the confidence, knowledge and attitude to sell and represent themselves when it comes to selling their biggest asset... The downfall is that many people become emotionally attached; this could either affect the sale price and or negotiation process. Do you put the buyer at ease?

So if you are in the 10 to 20% who have the confidence, yet need to have access and knowledge of the processes, then rest assured that there are people out there to help. In recent years a few companies have come on the scene to assist you in the processes of selling your own property. There are marketing companies, conveyancing / solicitors, brokers, internet listings, books etc. Many real estate agents will even assist people who wish to sell using the DIY process.

If you decided that a professional is the way to go, the next step is to appoint a Real Estate Agent, one who will not only get the results, but has your best interests in mind. I recommend word of mouth - There are many excellent real estate agents out there, yes like so many industries you will come across a few bad ones also. The good ones are the ones whom people are happy to refer.

How to select your real estate agent

Most agents and agencies are bound by a code of ethics, and may be members of professional real estate organizations such as the Real Estate Intuition – Queensland (REIQ). This could be a very handy tool, and may enable you to access advice and information etc. This does not mean another agency who is not a member is not professional or ethical, remember this is the agents' livelihood and their reputation is on the line, therefore most agencies / agents can not afford not to do the right thing. Especially these days as a real estate agency / agents who seem to have done the wrong thing (remember there is always two sides of the story) may find themselves on the 6 o'clock news...

So I recommended you ask questions, how long they have worked in the area, average time a property is on the market, many independent agencies have worked within an area for many years and have a lot of knowledge to share..

Multi-branch organizations may offer more exposure, but with the internet these days every agency has similar exposure, so what does the agency / agent have to offer... find the one that suits your situation, does the agency offer conjunctions with other agencies and at what %. How much free advertising do they offer, do they charge for Open Days & flyer brochures? Please note some properties are extraordinary and may take a lot longer to sell, also check what their commission rates are and if they are negotiable, it may be worth asking to see some testimonials for both the agent and agency if available...

Most important of all, choose the Agent who you feel comfortable in giving your house keys to...

If you are thinking of selling, check out your options, seek advice and choose who you are the most confident and comfortable with to handle the sale of possibly your biggest asset.

For more advice on topics like this, go to www.newowner.com.au/consulting.html

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