



Home Truth

PROFILE versus PROFESSIONALISM

Whilst the Sydney agents vying for a toehold in Brisbane can be forgiven for their local ignorance in advertising property through the seasonally dead 'J' months (June and July - January the other), there can be no such excuse for their Brisbane real estate agent counterparts guilty of doing the same.

So why would an agent intentionally get sellers to commit large lumps of money to advertising at the very time that they know it will be least effective?

Disappointingly, 'Self Interest' is why!.

Rather wrongly it has been instilled in agents that to be truly successful, they must do whatever it takes to maintain a constant high profile in the media.

Thus when agents hit the perennial quiet 'J' months, they face a moral dilemma. Do they risk losing momentum by doing the right thing by their clients and not marketing until the better sales months, or do they gild the lilly and convince sellers of the merits of doing otherwise.

Sadly, far too many take the latter course believing that by doing so they will not only maintain profile but perhaps even get a head start on other agents (by being seen to be active when others aren't) so that they might secure listings to sell over the better months.

Sadly, what may prove good for them, is usually far less so for their clients.