

MOVE

Brisbane's Finest
Quality Property

JOHNSTON
DIXON



Home Truth

(under)

DESPERATION SELLS

A real estate agent's choice of marketing style between the more professional and demanding selling by suitability versus the more controversial choice of selling by (cheap) price has long been a difficult one.

We do reap what we sew and as all agents know but don't always admit, the very best result that bargain basement type advertising can hope for is a bargain basement price as the buyer is yet to be born who would be dumb enough to offer more than what an agent is indicating. Unchecked, underquoting has the effect of driving property values downward.

In its worst form it is bait price advertising which before being outlawed had become the property market's unofficial (and much maligned) X Factor for achieving a quick sale given its double edge sword effect of getting a buyer's hopes falsely up, while bringing those of a seller falsely down (and while greatly inconveniencing the public).

It is well known that 'low balling' a price attracts the wrong sort of buyers; bargain hunters. Less well known is the fact that it directly discourages the right type, those genuinely in the market to buy the home that best suits their needs, who won't buy one that doesn't (regardless of how cheap it is), and who also generally tend to avoid messy must sell situations like the plague.

Underquoting price also shuts the door on a buyer ever paying what a property is worth to them based on their needs, their motivation, and their capacity; potentially a figure well in excess of most expectations.

We chose long ago to move away from the old price driven style of selling. This has not just allowed us to continue achieving record prices right throughout the GFC, but also to take a 50% share of Brisbane's exclusive \$5 million+ housing market.