

the final word **JOHN JOHNSTON** CEO



HIRING THE BEST

When it comes to getting the best results when selling residential property, it's a case of 'start out right and you'll finish right'. Starting out right means finding the very best person to represent your property interests. Choose well, and with the benefit of good process, great results are likely. Choose poorly and good results won't be possible even with the very best process.

As sobering a reality as it is, the choice of real estate agent can make or cost a vendor as much as 25% of the final sales price (sometimes more). 25% of a property's value is a considerable sum regardless of price bracket. On a \$500,000 sale it's \$125,000; a \$1million sale, \$250,000; and on a \$10million sale, \$2.5million.

The good news is that choosing a great agent isn't rocket science. It's common sense. Find a reputable agent that's part of a reputable company and you'll be well on your way to success. Go one step further and find one with genuine personal commitment, passion, and expertise, and you'll be almost guaranteed an exceptional result.

FOUR Ground Rules:

Never hire anyone you personally don't trust 100%. If you don't trust someone, neither will others. Without trust, the only way that an agent can get buyers to act is to drop the price low enough to trigger action. The more trustworthy the agent, the better the outcome, always.

Keep it personal. Selling residential property is not a production line or tag team event. It is 'one on one' process that demands uninterrupted focus. Ensure it is your agent's normal practice to handle all face to face aspects of selling personally, including open inspections.

You get what you pay for. This applies with property agents as much as anything else so expect the genuinely better quality agent not to discount their fee (they don't have to). This small extra investment will usually pay for itself many times over both financially and through piece of mind during the sales process. People charge what they are worth. Those who charge less are usually worth less.

ALL THAT GLITTERS IS NOT GOLD (or Diamonds). The media is awash with agent's claims of sale successes (it is neither the role of the media nor in it's financial interests

to vet the genuineness of paid advertising). This confused situation can make finding a truly worthy agent a little like looking for diamonds in a sea of smashed glass. Despite this, the search is worth it. Diamonds are valuable, glass is not, and it's shards have a habit of cutting you.

There are three ways agents get business. They can WAIT for it to drop into their lap (desk warmer); they can BUY it through paid self promotion (pretender); or they can EARN it (achiever). The latter are few in number yet account for most of the better results. Work hard to seek them out.

FOUR Traps:

Agents Who Sell By Price. Agents sell either by price or suitability. History shows that those who sell by suitability consistently get better results as logic dictates that people will pay more for something they want and that suits their needs, than they will for something that doesn't.

Reputations Are Usually Well Deserved. Agents with lesser reputations are sometimes preferred over others because a seller will mistakenly believe that they may be able to channel the agent's 'character flaws' to advantage. This is a complete myth. People with enough money to buy quality real estate simply aren't that stupid and it's usually the vendors who comes off second best.

Desperate Agents. Another all too common mistake is to hire a hungry or desperate agent thinking they'll work harder. Unfortunately the desperate types tend to push for offers before buyers are ready which drives offers lower. They may also cause a seller to cave in too early in negotiations, shutting out any possibility of a better result.

Junior Sales Agents Operating Under Name Agents. A focused highly trained specialist acting alone will always get a better sales result in this very personal sales business than any team of agents, junior or senior, big or small. The current fad of secondary agents operating under the banner of 'name agents', whilst expedient for the name agent, is not good for the vendor. Regardless of what some agents might have you believe in trying to convince you of the merits of such sales assistants, the bottom line is genuine sales ability can't be delegated.

HAPPY SELLING