



Cover: 163 Swann Road, Taringa

Final Word

SOME HOME TRUTHS ON SELLING

General

In truth, no real estate agent can predict with any degree of accuracy the ultimate value a suitably qualified and credentialed buyer will see in a property

If you are buying and selling in the same market, then the current state of the market becomes irrelevant

Contrary to popular belief, the longer a property sits on the market, the less it becomes worth

Don't expect an agent who is prepared to work for less money selling your property to do or achieve anywhere near as much as the agent who isn't

Open Listings rarely ever sell, and even more rarely do they sell for a good price

Your first offer is almost always your best offer, and particularly in the current market

Auctioning

A professionally conducted on site auction is the most effective way to determine the true current value of any property

A sale by auction has a floor on the price 'the reserve' but no ceiling. Compare this to a sale by private treaty where there is a ceiling on the price, but no floor