

## WHO HAS REALLY BEEN ABLE TO SELL BRISBANE'S BETTER QUALITY PROPERTY THAT OTHERS COULDN'T?

### IF YOU CAN BELIEVE RP DATA (which you can) **WE HAVE**

Given the recent upsurge in other agents targeting our listings with fanciful promises of being able to perform better than we have (almost always when we have offers on them it won't surprise you to know) that has proven so financially damaging or worse to so many, we took recourse to official sales records to find out the real truth around who was or wasn't performing in the sale of any properties that we and other agents have recently both had the listings over.

We were always pretty confident that other agents success rate with listings taken from us was going to be low but we had no idea that the record would show that of all the listings other agents had coaxed from us since the start of 2015 just 1 (one), less than 5% of the total had sold, this a Newstead apartment (shown below) which sold for more than \$1/2 million less that it had cost the owners and almost \$1 million less than what we'd been tasked to achieve.

We were even more pleasantly surprised to discover that over the same period we had sold all 12 of the 12 properties we had assumed the listing of from other agents that they hadn't been able to sell, a 100% success rate.

Given this reality and the poor return on the investment of time and money, that other agents go to such incredible lengths to try and poach our listings is quite a mystery. One of them representing a Sydney based group trying to break into the higher end of the Brisbane market seems almost obsessed with it.

What he and others can't quite grasp is the success we have had despite the GFC, the mining downturn, and the 2011 floods post flood requires much more than just taking a listing, taking some fancy images and sticking it up on the web.

To sell the type of properties we do for their optimum value in any market and particularly the present one requires much more, and it is an ability that comes very hard earned, requiring as a minimum that rare or unique combination of in-depth coal-face market experience, product specialisation, credibility, and as a given in our case from 30 years of unbroken commitment, a totally unrivalled database of quality clients.

None of these required attributes transfer with a property listing even remotely which goes a long way to explaining why the official record so emphatically demonstrates that other agents don't enjoy remotely anywhere near the success with listings they take from us (or even replicate offers we've had rejected) than we do with those assumed from them.

**From validated sales records, below are the 12 significant listings on and off the river that we have assumed from other agents and sold since 2015 as well as the only 1 they haven taken and sold from us.**



140 Hargreaves Ave, Chelmer ~



194 Cliveden Ave, Corinda `



90 Hilda St, Corinda ~



52 Jilba St, Indooroopilly ~



1 Ivy St, Indooroopilly \*



3855 Moggill Rd, Moggill #



61 Lisk St, Pullenvale ^



62 Ford Rd, Rochedale ~



16 Douglas St, Sherwood \*



21/72 Macquarie St, St Lucia ^



1001/21 Patrick Lane, Toowong +



19 Esplanade, Yeronga ^

.... from those same records, here is the only listing any other agent has sold where they took over a listing from us in the same time period:



602/1 Gray Street, New Farm

#### Agency Type Codes:

- \* Previously marketed by an individual operator (2016 sale of 1 Ivy St exact repeat of 2010 sale)
- ^ Previously marketed by a small recently established family agent
- + Previously marketed by a Sydney based franchise group
- ~ Previously marketed by a large national franchise group
- # Previously marketed by a Western Suburbs acreage agency
- ` Previously marketed by a small outer suburban agency