

Some top tips for choosing the right Real Estate Agent.

So, you have started to think about selling your home and need to choose a real estate agent and salesperson. Where do you start?

A good place is to ask around friend and family. Have they dealt with someone or a company? How did it go for them? Alternatively, you can go to the market and select someone.

There is one very important point to remember. Just because a company is big, it doesn't mean that they will necessarily do a better job. It also doesn't mean they have access to more buyers as ultimately all real estate companies pretty much use the same marketing platforms.

In fact, a smaller company may offer a more personalised service and at a considerably lesser fee for the same outcome than a bigger company will.

The relationship you have with your selected salesperson and agency will greatly affect the outcome. Here are some great tips for selecting the right salesperson and company to list with:

- Has the salesperson shown you that they have a good knowledge and understanding of the current market conditions?
- Has the salesperson offered a variety of listing or marketing options, or has the salesperson pushed just one form of marketing that you may not be comfortable with?
- While you may have only met the salesperson for a short period of time, do you feel you will be comfortable with the person and do trust what is being said?
- Are they enthusiastic about your property and what you are trying to achieve through selling you home? Do you think they understand your circumstances and have your best interests at heart? And above all else, since this is possibly your biggest asset, are you convinced they will maximise the sale price for you, or do you have the feeling it is just another sale for them?

Often new salespeople are equally competent as longer standing salespeople and they often have refreshing enthusiasm that comes with starting a new career.

Finally, if you have concerns with the way the salesperson is handling the sale, talk to them, even call a formal review meeting. There are many reasons why the sale may not be happening at the speed or level you had envisaged. Good communication and discussion can usually remedy any issues.