

Professional Marketing Programme Vs Private Selling

1. You only have one property to show, nowadays homes are brought by comparison.
2. You may not be aware of the tastes and requirements of the purchaser or have the first hand knowledge of competitive values.
3. You may not be familiar with writing a contract that is valid and legal.
4. A purchaser is timid about discussing his/her financial position with you and you may be similarly reluctant.
5. You do not have the time to leave your home or job to arrange and conduct viewings or help the purchaser arrange his/her finances. Also, you may not be fully aware of the current 'Home Loan' market.
6. You may not feel easy to readily negotiate the price with a purchaser. However, the third party, your real estate agent, can work out the negotiations. Direct contact can weaken your position with a purchaser.
7. The average visitor will not freely admit to you their like and dislikes, yet these must be brought out into the open for you to sell.
8. You may find it hard to follow up their visit immediately as this may be interpreted that you need to sell in a hurry.
9. You may make needless outlays to improve your home for selling. The real estate agent's experience and advice may save you needless expense.
10. You may show your home 100 times or more to could be buyers, spending time, money and effort to eventually pay a commission to an agent who is properly trained to verify prospective purchasers.
11. You may find purchasers and sellers personalities conflict, thereby losing a perfectly good sale. The real estate agent as a third party can diplomatically consummate a sale.
12. Most buyers seek the service of a reputable agent because they realise the pitfalls of direct negotiations with the seller and they also feel safer dealing with a professional for guidance.
13. A real estate agent will also enlist the service of their sales team, giving the owner the advantages of the entire local sales marketing team.
14. The real estate agent will price the property to sell at a fair market value. The average owner over prices their property but often accepts a price below the real market value.
15. The 'private sale' sign often indicates to people 'curiosity seeker are welcome'. People do not always take private sellers seriously but your real estate agent will screen the lookers from qualified buyers.
16. Your real estate agent guarantees their work. They only get paid when your house is SOLD.
17. Finally and most importantly we will put more cash in your hand. Private buyers take the commission plus another 3-5% off what you are asking, in determining what they are willing to pay. When buyers see our professional marketing programme and service they expect to pay top dollar.

