



Talking Real Estate with Steve Slicker

Hi folks,

Most vendors would choose the agent who they think will get them the highest price for their property. But do they know what qualities and skills are most likely to bring this about, especially in a market where properties for sale outnumber buyers?

When the market gets tougher, communication is an agent's most important skill. In order to attract the interest of purchasers who have many properties to choose from, an agent must excel at communicating the benefits and features of your home in a way that makes it stand out to intending purchasers.

In boom times when there are more purchasers than properties for sale, many houses sell themselves for prices beyond vendors' or agents' expectations; in a slower market however, agents may have to use all their communication and negotiation skills to achieve looked-for prices.

Communication is the key to a successful sale, but it breaks down when trust is lost. Conversely, trust is often lost because of poor communication during the selling process! Many agents start out by ringing their vendors regularly, but fail to keep this up, especially if the news is not good or the action on the property is slow. This is the very time, however, that they need to keep anxious vendors in touch with the process so that they don't become alienated.

It is not always easy to judge an agent's communication skills from the first meeting, but remember that fast talk is not communication. Look for an agent who is willing to enter into genuine dialogue taking your needs into account rather than launching into a high pressure sales monologue.

If you have any real estate enquiries or would like a free market appraisal, please contact me via email, steve@steveslicker.com or call me on 528 2422. If you would like to re read an old column you can find them on my website, www.steveslicker.com

Kind regards,

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