



Talking Real Estate with Steve Slicker

Hi folks,

Trust is the most important element of the sales process or any relationship where communication is at the heart of the transaction. It stands to reason that if you don't trust the person that is selling your single greatest asset, communication is likely to break down and the sale process is unlikely to produce the best outcome. Many prospective vendors say they choose an agent based on their gut feelings and that having an eye for character helps as it does in any situation where trust is involved.

But is there a more objective way you can decide whether the agent standing in your living room with his listing kit stands for core values based on an ethical approach to every aspect of their work? The most successfully reported solution is to ask your prospective agent whether they have any testimonials from past satisfied clients. When you read them, do clients refer to their agent using words such as 'truth', 'honesty', 'integrity' and 'trust'? Do they make comments such as "When they make a statement I know they are telling the truth" or "I always knew they were completely honest with me. Most professional agents will also be happy to give you the names and phone numbers of past clients who will actually talk to you about the comments they have made in their testimonials."

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,

Steve Slicker

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