



Talking Real Estate with Steve Slicker

Hi folks,

Not sure I will like some of the replies to this question but is a real estate agent the pushy guy with the sales pitch or the expert with the local market knowledge who can help buyers get the statistics they need to make an informed buy?

Certainly, there are some agents who think that they can achieve their goals by putting pressure on their clients but most experienced agents know that the best purchaser is the informed one. They know that purchasers who buy under pressure and with insufficient knowledge usually get cold feet before the contract is exchanged - a waste of time and effort for all parties.

Purchasers who keep in touch with a working agent say they enjoy the advantage of being amongst the first to be contacted when new properties come on the market. This is especially important when there is a shortage of properties for sale or the property type the purchaser requires is particularly sought after. Many sought after properties are sold before the first advertisement to buyers who are on the agent's books.

Purchasers who keep in touch with agents say it helps them get to know what is selling for what price. They get to know the market faster – a crucial advantage if it stops them missing out on a property they like simply because they are not ready to make an offer.

Agents provide information to vendors too. Vendors want to know what purchasers think of their property. How did it compare with others in the price range? Did it represent value for money? Is there anything they need to do to attract offers? Vendors can use this feedback to make informed decisions about the validity of marketing strategies, including price.

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

528 2422

0275 661 949