



Talking Real Estate with Steve Slicker

Hi folks,

In hindsight, those for whom the selling process was particularly stressful say that their main gripe is that they didn't know what was going on throughout the marketing process on account of their agent not being in contact on a regular basis. While lack of feedback about viewings or the marketing process may not mean that an agent is slack, it is inevitably interpreted by anxious vendors as such.

Vendors report that their number one need during marketing is up-to-date information about what purchasers were saying about their property. If they don't hear anything, it is not surprising that many vendors assume that the agent is doing very little on their behalf.

In my opinion one of the reasons that agents fail to provide adequate feedback is that good news is easy to communicate but hardly seems necessary, while bad news goes into the "too-hard basket". But an agent who can only do the easy stuff is not likely to produce the best sales outcome in any sense.

Vendors thinking about choosing an agent should look beyond their prospective agent's sales record. Agents who demonstrate little ability to communicate at the inspection phase of the sale process may be equally ill-equipped to communicate at the negotiation stage. An agent who has taken the time to build rapport with a vendor during post-inspection feedback is also more likely to understand the vendor's needs and be able to represent them during the negotiation process. This means fewer lost opportunities and most often a higher sale price at the end of the day.

If you are thinking of selling or moving, please contact me on the numbers below or via my website www.steveslicker.com.

Kind regards,

Steve Slicker

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