



Talking Real Estate with Steve Slicker

Hi folks,

Following on from my last column about choosing an agent when selling your home, you have now interviewed several agents, assessed their marketing programmes and asked locals who have recently sold who they recommend - and you're still undecided who to choose to sell your home.

If you find yourself in this position, try asking those on your shortlist whether they are prepared to provide a Service Guarantee. Many professional agents are so ready to stand behind their services that they offer vendors the option of cancelling the original agency agreement if they have a problem with the way the agent is handling the marketing. This doesn't mean a vendor can decide to cancel the agency agreement just because they don't like the agent's aftershave or hairstyle on the day! The offer usually involves the vendor giving the agent forty eight hours to remedy any problem they might have and at the end of that time if the vendor is still unsatisfied, the agent will release the vendor from the agreement. The vendor is then free to sell their house with someone else without waiting out the period of the agency agreement.

While most vendors never, in fact, cancel their agency agreement, the fact that the agent is prepared to offer them the option of doing so makes it easier to make the final decision on who to appoint.

I do offer my vendors and prospective vendors a guarantee,(my SPOD, Significant Points Of Difference) there are a number of things involved but one I do refer to regularly is that if I don't return their phone call within 3 business hours I will take \$500 from the fee. I've never had to pay it because I simply return phone calls. Remember this the next time you are awaiting a response from any of your service providers, whether it be agent, electrician, builder, power company etc.

To hear more about my service guarantee please call me on the numbers below or contact me via email steve@steveslicker.com alternately fill in your details on my website www.steveslicker.com

Kind regards,

Steve Slicker

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