



Talking Real Estate with Steve Slicker

Hi folks,

Are you thinking of selling your home? How do you choose the agent to do it for you? 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. In my opinion 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.

But is there a more objective way you can decide whether the agent standing in your living room with his or her 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 they can't or won't you may find yourself with a difficult decision to make.

If you are thinking of selling your home 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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