



Seven things you should not do when selling your property

According to many real estate experts across the country there are Seven things that will potentially prevent your property from selling and or cost you money.

1. Overpricing – A big reason why agents have jobs is that sellers want to sell high and buyers want to buy low but there is a delicate balance to be struck to prevent your property from appearing unattractive to the pool of buyers swimming around. Pricing should always be set based on facts rather than feelings.

2. Listing with the agent who has the lowest fee – It is true that the commission an agent will work for is negotiable, but choosing the cheapest one is very rarely the best decision and there is most often a reason why they are so cheap. You wouldn't expect to pay the same fee for a first year doctor as you would a specialist. Real estate is no different, the agents that specialise and have good market share in an area and can demonstrate their track record are far "more value" to you than the cheapest guy. An agent who struggles to negotiate their own fee is unlikely to negotiate your property price successfully.

3. Hiring a friend – Normally the friend is not the local specialist and not only lacks knowledge of the patch to help build value with the buyers but has no buyer pool to draw from. If you are relying on a sign and an ad on the internet you may want to rethink it. The friend will almost certainly be emotional about the sale which will not be helpful either. It is fair to say there is always emotion in every sale, however, it can cloud judgement if there is an excessive amount. Better a cool head at the controls.

4. Covering up problems – Most homes have defects and some homes have more significant problems. Problems are always uncovered in time and it is best to address these head on rather than rolling the dice in a legal fight. A good agent will help you navigate these issues in a positive way.

5. Overcapitalizing – Our nation has a love affair with adding on and upgrading. It is important that this is done in a measured way if you want the numbers to stack up in the end. Not always do owners think that they will sell their property when they embark on the renovations or additions. Invariably, statistics say, it happens more regularly than people think. So when you are considering a reno ask your local agent what the impact might be.

6. No Marketing – Yes it is fair to expect that the local specialist has buyers to introduce to your property. But if you want top dollar you ultimately need an environment of maximum competition. As they say, records are broken in the pool and on the track because of competition. The same applies if you want a record price for your property. Sure, there is a limit to what you should contribute but a good agent will lead you to a measured good-value marketing plan designed to get the best result.

7. Not Listening to the market – Good agents will be a conduit for the market to speak to you. This will include feedback, both about the property and also the price. It is important that you get honest factual and unbiased information. This information is important to take on board to help you with decision making. To disregard the information, particularly in markets that are declining, is a very expensive strategy. Again, better to make and set plans based on facts, not feelings.

These issues and others can be important issues to address when embarking on the sale of your property. A great agent is an important person in this process and can result in a difference of tens of thousands of dollars. To find out the difference a professional agent can make to the sale of your property call us and we will get one of our specialists to help you out.

Recent Sales



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15 Manna Close, Mirrabooka



16 Roydon Way, Girrawheen



23 Meredith Way, Koondoola



59 Finchley Crescent, Balga



108 Nollamara Avenue, Nollamara

Meet the Sales Team



David Whiteman
Director



Greg Burgoyne



Bruce Parsons



Alla Torgashev



Ned Golic



John Tran



Alex Dabag



Dorina Ungorean



Shirley Zukarel



Greg Cahill



Benny Arghavani



Jordan McDonagh



Sam Sharif



Julyous Del Rosario



Charlie Oliver

Meet the Property Management Team



Diem Whiteman
PM Director



Marie Vukinovac



Vanessa Tseng



Felicity Abel



Tiffany Martin

Meet the Administration Team



Joanne Fairall
Office Manager



Janet Trenberth



Margaret Smith



Jane McInnes



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