



## Selling home? Before giving the keys to an agent do your homework.

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This is one of your significant life decisions- together, let's get it right.

In one hour, you will hand over your house keys to me.

- Twice a week, I will bring a group of total strangers into your home.
- You and I have never met these people, and they will wander around your house.
- Most will not have had security checks or be screened for what they are really looking to buy.
- A couple of days later, unless I have an offer, I will call you.

At Next Address, we challenge this approach and want you to know why.

If you haven't the luxury of moving out before you sell, then selling can be stressful. So let's explore how to reduce this stress and the options you have when you sell.

## Customer service and satisfaction are vital to a positive experience.

Most people only sell a home, on average, every seven to ten years. For some, it's even longer. So we forget what we need to do and what type of experience we want.

Customer service and satisfaction need to be at the forefront of any decision you make, as this is a significant relationship for the next 3 to 6 months of your life.

One of the biggest criticisms of the real estate sector is the lack of communication. When you choose how and with who you sell your home, factor in your communication expectations and clearly state your expectations. Also, don't fall into the trap of looking at industry review sites. Often agents only ask happy customers to complete reviews.

### Recommendation

We recommend the following so you positively start the process.

- Do your research and interview at least 3 agents.
- As well, fully explore all the smart online alternatives now available to you.
- We encourage you to read this blog and get our free eBooks which we mention in this article.

Use google and word of mouth sites to do your research. Also, ask work colleagues, family and associates about their selling experiences and recommendations.

## Open houses events.

At Next Address, we believe one-on-one inspections are far more valuable as you can ascertain if the buyer is truly interested.

- They also required the agent to fully screen buyers before they inspect.
- We believe this saves time for all.

Additionally, with great marketing visuals, including 3D virtual tours, prospective buyers can essentially screen themselves.

Unfortunately, many agents do not properly 'screen' buyers before inspections.

Additionally, many buyers do not pre-register for open homes, and some buyers provide false phone numbers.

### Recommendation

Ask your agent to fully screen all buyers with a pre phone call or email. Ask for a written report to be sent to you within 24 hours maximum. Request a text message of any inspection within 2 hours.

## So, why do estate agents use open home events?

There are a couple of reasons;

1. They make it easier for the agent as they only have to come to your house once or twice a week.
2. More importantly for them, an open house event provides the estate agent access to a group of people who may be considering selling a home.

These buyers are potential customers for them, not your house.

### **Selling a home is a significant financial decision.**

Our homes are our castles, and at Next Address, we believe people do not take enough care in choosing who will sell their castle.

Selling your home is one of the most significant financial decisions you will ever make. Agency commissions and fees range anywhere from 1.75% to 2.75% of the sale price, and then you add in the advertising costs.

Not only does choosing the wrong and traditional agent potentially impact your final result, choosing a traditional agent can cost you anything from \$10,000 to \$30,000.

When houses are selling quickly, we seriously question why agents are continuing to charge these high fees. Agents commissions are negotiable. If you do choose a traditional agent - Ask the question about fees!

#### Recommendation

Download and read our Golden Rules to Selling in 2021/22 eBook. This eBook covers a wealth of information and advice about the industry and how it works, so you stay in control and enjoy a positive experience.

[Click here to download.](#)

### **90% + buyers use online services.**

Take a good look at how the estate agency you are thinking of using promotes and markets properties before deciding. Unfortunately, we often see an advertising campaign designed to market the agency first and your home second.

- These campaigns are a significant waste of money, as over 90% of buyers find the home they want online.
- Newspaper ads and magazines are fillers.
- Don't fall into the trap of agreeing to market your home extensively in print.

You can waste anywhere from \$2,000 to \$20,000 on unnecessary print advertising, depending on the suburb and home.

#### Recommendation

90%+ buyers are online. Choose a service offering integrated packages which include 3D Virtual Tours as standard. These are now so affordable, and most buyers find these very helpful when reviewing properties online. Virtual tours emotionally connect buyers to your home.

### **Preparing your home is the hardest part of the process.**

You are the one who will prepare the home for sale. And this is the most time-consuming part. Fixing up the garden, repainting where necessary, styling the home beautifully etc. We believe you should allow up to three months to prepare your home for sale.

There are many professional and affordable home styling services ready to assist you. We also have a great eBook on styling, which we share with our customers.

#### Recommendation

Book a call with us, and we will send you this great resource for free [Click here to chat with our Founder Julie.](#)

## Setting the Value

The next step is to get the right price, manage the inspections, and enter the negotiation process.

- Agents are not qualified to provide a value- just an estimate.
- Many agents have not experienced negotiators.

Next Address works with one of Australia's largest valuation company WBP and Greville Pabst, Property Advocate and The Block regular special guest, to ensure you get the right information on your home's potential worth. Professional valuations ensure you have an independent estimate not linked to securing your home for sale.

### Recommendation

Get at least 3 agent value estimates and seriously consider paying for a registered valuer.

## Transparency and control

When selling your home, you want to experience control and transparency. When choosing how and with whom to sell, consider if this is what you want and expect.

## Final Recommendation

Think very carefully before you list with an agent. Do your research and interview at least three agents. Read our blogs. We know this is your most significant decision, and we want to help you get it right.

Next Address has a bank of tips and advice ready for you to use.

### Recommendation

If you are looking for a fresh approach to selling your home, then consider a chat with Next Address Founder and CEO to see if this service may be right for you.

[Click here to chat with our Founder Julie](#)

Updated 19/07/21

<https://nextaddress.com.au/blog/8-reasons-not-to-give-the-keys-to-your-home-to-a-real-estate-agent>