

West' – 19 February 2011

TRY OUT A DIFFERENT METHOD

There's an old adage, "If you continue to do what you've always done, you'll continue to achieve the same as you've always got!"

With an almost record number of homes on the market these days, selling times stretching out and Sellers having to take substantially less than what they've bargained for....why not consider selling your property and standing out from the crowd "or" cutting your own groove?

My understanding in today's market is that Sellers would much prefer a result as a primary requirement with price the secondary requirement... You certainly need to be doing something different these days in order to slash the numbers of days you are on market, achieve a firm result and the only proactive way I can professionally recommend is utilising the method of sale by auction!

As a Seller, it is vitally important to attach yourself to the process rather than focussing all your hopes on the property selling on auction day....You may as well be on the market with the rest of the mob pinning your hopes on the property selling at "this" home open...

Proactive actions lead to results! If the property doesn't sell on auction day, it hasn't failed! The likelihood is that the buyer is in the crowd and cannot purchase due to the particular terms on the day, however was attracted to the property via the auction process! Statistics demonstrate many properties sell within 2 weeks from auction day!

Tom Esze is the current REIWA State Auctioneering Champion

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