

'West' 2 April 2011

## **STANDING OUT VITALLY IMPORTANT**

Joanne & David from Perth have written in with this question... *"We have an apartment in the CBD and plan to sell very shortly. With so many apartments 'for sale' in the city will it do any good?"*

Thank you kindly for your question Joanne & David. You may remember from previous articles, that standing apart from the rest of the market place is vitally important! With a plethora of stock available in the CBD you would be wise to consider the Auction method of sale for the simple and uncomplicated reason that it's different to a majority of what the others are doing and it will drive greater buyer volume to your property!

Removing price, as well as demonstrating to the market place that you're serious about selling drives traffic at OFI's (Open For Inspections) and general buyer interest! The Agent you intend to appoint will enjoy more dialogue with more buyers, thus sharing more comprehensive feedback with yourselves throughout the marketing period.

It's hard to sell a secret, so you need to investment into the marketing (which is over say 3-4 weeks) and in doing so I would highly recommend you highlight to your Agent, your genuine desire to sell...(I'm sure no-one wants to be on the market for the current average period of time in the metro area for standard list price sale which is fast approaching 3 months). He or she will compose the advertising appropriate to yours and the property's needs. You can go to the market place with confidence knowing you are giving your property every opportunity to sell!

I won't wish you good luck because good planning and a proactive Auction Agent in partnership with yourselves will get the result...so all the best!

If you have a question, please email it through to [bookings@tomeszeauctions.com](mailto:bookings@tomeszeauctions.com)

**Tom Esze is the Current REIWA State Auctioneering Champion**

ENDS