

THE NEED TO FEED THE GREED!

It is vitally important when marketing a property using any method of sale to give all potential buyers a real taste of certain opportunity!

There are no greater marketing phrases that appear on an auction board than “Deceased Estate” or “Mortgagee Sale” which gets the blood pumping around the hearts & minds of buyers... followed by the drawing out of their cheque book!

So, failing your Seller having to make an unnecessary sacrifice in order to sell their property, you may need to bring on your creative juices and demonstrate your resourcefulness with your marketing copy!

Too often I see an marketing brochure which simply states “Auction”.... If I was a buyer there is nothing at all jumping off the page saying, “Hey, there’s a real opportunity here... I need to be getting involved with this property!”

If a property needs to be sold (and let’s face it, if a seller has a property on the market in this climate, they need to sell!), you need to sell this fact! “OWNER MOVING TO AGED CARE FACILITY”, “SELLER PURCHASED ELSEWHERE”, “OWNER NEEDS TO DOWNSIZE PROMPTLY”, “MOVING EAST”, “LIQUIDATION SALE” ... These all work magnificently!

Of course it’s always wise to seek your Seller’s approval with ALL advertising copy BUT remember, most Sellers in this market place are seeking a result as a matter of 1st priority..... Price is 2nd or 3rd in line!

I hope this assists and happy selling!

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27 June 2011