



Scripts

"But they can always make an offer....."

Buyers can only do that if they see your home. Buyers shop by price range. Further to this, we know that buyers usually start off looking at around 10-20% below their eventual price. Lets say the value of your home is \$200,000 (INSERT THEIR VALUES); the people who are going to buy it are \$200,000 buyers. These buyers start looking at the \$175,000 price then go up little by little until they are just a little over the \$200,000 price range. This means, that if your home is not priced close to market value these people will not even see it.

When a buyer who is genuinely in the x (INSERT THEIR ASKING PRICE) looks at your home, they are likely to be disappointed as these people are looking for a property that has different features to yours. We are simply attracting the wrong buyers at this price.

"But I have to get..... when we look at what it has cost us to buy this property plus what we have done to it, it owes us at least....."

Unfortunately Mr. & Mrs. Seller, cost does not always equal value. Let's take the example of buying a new car. As I'm sure you know, the minute we drive it around the block with it, it will no longer be worth what we paid for it. This is true of any market. If we take the example of the stock market, what we pay for certain shares today may not be what we can sell them for in the future. Regardless of what we paid for the shares or how much we believe they are worth, until the marketplace agrees with us, we will not have a sale.

The same is true with your property. Regardless of how much you have spent on it, the buyers are part of a market where they are shopping for homes comparatively. Unless your home meets this market you will have been through this whole exercise for nothing, as you will not be able to achieve a sale.

"Why should I pay for advertising when you are being paid all that commission?"

I can see why it might seem that way Mr. & Mrs. Seller.

The situation is the agent does not get the advertising money for your property, it goes to the organisations that provide the coverage for you. The commission that you pay are professional fees paid to an agent for the work that they do in marketing & selling your property. This fee is only payable when we achieve a result that you are satisfied with.

Advertising is expensive. No agent can afford to market your property as well as it deserves, and I would be very cautious about working with an agent who offers to pay for advertising for several reasons:

1. Firstly, an agent who is spending money on your property is likely to also spend money on other people's properties. In this market, This means that at any time they may have thousands and thousands of dollars owing to newspapers and others. The money needs to come from somewhere. Human behavior suggests that if an agent has an offer on your property you are likely to be under considerable pressure to sell at any price, rather than selling for the best possible price. I would not recommend that you place yourself in a situation where an agent has a vested interest in the sale of your home. It could prove to be very expensive indeed.
2. Secondly, an agent who has to give away a substantial amount of their fees to obtain your business is unlikely to be a first-class negotiator. If they are that quick to give away their own money, imagine how quickly they will give away yours in a negotiation. Again, this could prove to be a very expensive option.