

Can You Help Your Salesperson Sell Your Home?

RayWhite

Interestingly yes. Although you are investing in the services of an experienced professional, synergy created by teamwork leads to even greater success.

By success, I mean selling your home for the best price the market has to offer, in a timely manner, with minimum stress.

If you've researched well and selected a salesperson with a winning skill set, ie - an expert negotiator, great communicator and proficient marketer with their pulse on your local market, congratulations - you've laid the right foundation. Here's how you can now help.

Building synergy requires trust - the essence of all great relationships - so be honest with your salesperson about your price expectations, time frame, reasons for selling and any reservations you have.

Your salesperson will give honest feedback on the current market conditions and whether or not your expectations are realistic.

Property marketing needs to create excitement and buzz among buyers from day one. Your salesperson will recommend a campaign based on their experience of what works best in your area. Planning and investing in your marketing campaign is an important part of the sales process where you can really help your salesperson ensure a successful sale.

If you're on social media, help by spreading the word - the more interest, the more competition and the better the price.

Last but not least, presentation. Keep your home clean, tidy, uncluttered and well presented and be flexible about showing your home.



Fiona Senton - Licensed Salesperson
You Talk, I'll Listen buying or selling, I will work for you!
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