

Does Your Salesperson Affect Your Selling Price?

RayWhite

Although it may appear real estate salespeople are simply a “go between” for buyer and sellers, not dissimilar to a mortgage broker, this is not the case. The principal goal of your salesperson is to find you the buyer that will pay the most, then make sure they do!

I believe the price you achieve for your home is reflective of your salesperson's two key skills - marketing and negotiation.

You see, marketing your property involves amassing a large pool of interested buyers, identifying which one wants your home the most, then is willing to pay for it. To reach a large number of buyers requires significant marketing know-how and on-going training.

The process of following up interested parties and seeking feedback - then negotiating the best possible price, whether the method of sale is by negotiation, priced or an auction - is where the rubber really meets the road.

Almost every buyer is willing to pay more than first indicated. Negotiating, working on behalf of the vendor to find the highest price the market has to offer, is one of the key strengths of top salespeople.

So never be in doubt about whether or not you got the best price for what is probably your most valuable asset - look for a salesperson who has honed and practiced their marketing and negotiation skills and who knows their reputation hangs on the result.

If working with a highly committed and professional consultant is for you, call Fiona today!



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Fiona Senton - Licensed Salesperson

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

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