

Listing Your Property For Sale

RayWhite

Prior to officially putting your property on the market there are a range of things to consider.

Choosing which company and sales consultant to entrust with marketing and selling your property is a key to achieving sales success and there are also a range of other factors to consider.

Below are some guidelines to assist you through the process of listing your property for sale:

- Establish whether the real estate company you are considering has a strong national presence, international networks, a well visited website, in house training, etc. This means their team should be well educated and supported and able to utilise the company's strengths to maximise your selling opportunities.
- Ensure you select a sales consultant with knowledge and skills required to successfully market and sell your property. Someone you have a good personal 'connection' with is a bonus.
- Check out how/where they plan to market your property, what the associated costs are and who will pay for what. You may like to ask for examples of marketing material prepared for other similar properties and to find out what the potential audience of the various marketing initiatives is.
- Find out what other properties the company/sales consultant has recently been involved in marketing and how successful those campaigns were.
- Seek advice on presenting your property as your sales consultant will know what buyers look for and can make informed suggestions.
- Ensure all parties understand the expectations as to reporting throughout the campaign and get the plan detailed in writing.
- Don't enter into too long an agency agreement. If you are happy with the work done you can always extend an existing agency but 90 days is a reasonable period to initially commit to.

Good luck sometimes happens, but it will never be as successful as a sound marketing campaign and a professional, competent salesperson with good company support.



NZ ELITE
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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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