

## Choosing the Right Agent

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Selling your home or leasing your investment property will be one of the most important decisions you will ever make and it's so important that you get the right sales representative/property manager and agency.

There are a number of factors that you should look at before making a selection. Skills such as experience in the industry, negotiation skills, agency marketing program, agency profile/history, results and sales representative's/property managers attitude/work ethic just to name a few.

Too many people select agents/property managers off the highest appraisal price, lowest selling fee/rate or fall for gimmic marketing such as giving away cars or low management fees. The old saying "You pay peanuts, you get monkeys" applies here. Ask yourself why are they marketing giveaways to attract business? Good agents don't need giveaways as they work on the above factors and get referrals from satisfied customers. Our job is to sell/rent houses and get vendors/landlords the best possible price. This is determined by what the market is telling us not necessarily what the vendor thinks the property is worth or by high appraisal prices.

Referral is the best way of selecting an agent, as a friend or family member would of already used them. I would like to think that a friend or family member isn't going to refer someone who did an average job. So if your thinking of selling or leasing, take the time to make the right decision as a good agent will save you thousands of dollars.

Ask someone you trust who has just completed a real estate transaction and ask them for an honest opinion. I am in no doubt the same agents name will be mentioned.