

**Welcome to** the marketplace



 **aloney's**  
the Estate Agent  
...make it happen

Now that your property is about to go to market, vendors can often be subjected to pressures and challenges that can be stressful.

As your chosen real estate agent it is our intention — via this document — to prepare you to meet these situations and to make the sale of your property an enjoyable and rewarding experience.

This information has been compiled from vendor experiences encountered by us over years in selling real estate.



## Challenge 1

“...what should I do if other agents approach me and say they have buyers for my property and their commission rate is low?”

It is pleasing to know that ethical agents will not contact you once the sign board is displayed. Non scrupulous agents may contact you with comments via direct mail, leaflets and possibly phone calls once your sign board has been erected. The purpose of this contact is to derail our relationship and create doubts in your mind as to whether you have chosen the best agent to sell your property.

The best advice we can give you is to ignore the letterbox/mail drop and refer the phone calls to us. Nine times out of ten other agents do not make contact and those agents who do are ones to avoid in the future because of their duplicity.

## Challenge 2

“...will I or won't I accept an early offer below the asking price?”



### Difficult decision for the vendor and a real pressure point.

Should you hold out for a higher price? Should you wait for a better buyer?

From our experience the best offers usually occur within the first few weeks of your property coming on the market. When the property first enters the market, momentum is generated because qualified buyers (those in the price range) who have been looking around discover the property for the first time.

Competition peaks in the first few weeks and buyers are more likely to make offers because they fear losing out to someone else. If this happens most vendors say no to the offer as you believe it has happened all too quickly. This is where you can lose thousands of dollars if you don't have the right research or advice.

Many owners also get over confident if they can get an offer in the first week or two and reject that offer. This can be financially painful! History consistently provides us with numerous case studies of owners selling for far less than they were offered in the initial stages. Before you dismiss any early offers, consider the following:

We as your agent may have been working with that buyer for months. They are keen to buy a home and have become frustrated and sick of looking. They will pay a premium for the right home. They may be your best buyer by a long shot.

They know the local market through months of research. However once rejected they move towards other homes, leaving the market place forever. This means that offer no longer exists.

As a vendor, compare the offer with the price range quoted on the agency agreement. Review the research we provided to you. These are current market comparisons.

We are skilled negotiators. We know that price is ranked fourth in a buying decision. When we achieve the maximum from the buyer, it will be your decision whether to accept or move on. Whatever you decide we will back you.

## Challenge 3

“...oh no, people will want to see my house!”

### **Be prepared for home inspections.**

Being on the market can be a testing time when it comes to home inspections. It has the same effect on you as drop in visitors.

From time to time we have the perfect buyer turn up at our office unannounced. We ask a series of questions and if they qualify as a sound prospect then we would like to bring them through your home whilst they are still with us. We will always phone you first and provide as much notice as possible to give you time to prepare for an inspection. If we catch you off guard we apologise. This is not intentional or poor communication, just a saleable opportunity.

To ease the pressure may we suggest you keep your home 'inspection ready'.

First impressions through good presentation can make a huge difference when it comes to selling your home. If you know we are coming, open all the curtains and blinds and make the home as light and airy as possible. We only get one chance to make that first impression. We will leave our inspection feedback slip in a safe place. On wet days, it's a good idea to leave an old towel at the front and back doors.



## Challenge 4

“...what should I do during home inspections?”

During the course of an inspection we like the buyer to get the feeling that they are moving in. They will spend more time at the property if the owners are not present. If possible, go for a drive whilst we are showing the property. If this is not possible, perhaps you could be in the yard whilst we are in the house and vice versa. Buyers feel uncomfortable invading your space and will not discuss the property if you are within hearing distance. Our salespeople have studied the finer features of your property and are well trained in how to present those features to the interested purchaser. More importantly they know when and where to bring those features up during the inspection.

## Challenge 5

### “...what’s happening?”

#### Regular contact.

We will speak with you several times each week to keep you up to speed with the market and provide you with a fortnightly written report of all actions and activities. We will also conduct strategic meetings with you throughout the program for accurate market updates.

Do not hesitate to contact us at any time for any reason. If we are out of the office when you call, please speak with our support team. If they are unable to help in that situation, they will get a message to the appropriate team member for you. All enquiries on your property are entered into your private database. Although we receive many calls on available properties many buyers only wish to drive by initially. However we have their full details for quality follow up.

## Challenge 6

### “...will I or won’t I accept the offer?”

This is a testing time for the vendor. By law, all offers — irrespective of price levels — must be submitted to you. Every offer is a sure sign of interest and normally only a starting point in the negotiations. To say no to an offer is better than no offer at all. Offers are made by the purchasers based on their own impressions of the market. We will never under quote the agreed asking price or price guide! If the asking price is too far above the perceived value, buyers won’t make offers. Every person handles their real estate purchases differently. Some can make a decision in an hour. Others take weeks. Don’t take offers below your expectation personally. You can say no and you still own your property, wait for another offer or sell it to another buyer. Ask your sales representative about the many ways we work towards getting more for your property through proven negotiation skills.

## Challenge 7

### “...it’s not selling! Should I modify the price?”

The greatest homes in the world can remain unsold due to price! As your agent, the ultimate aim is to achieve the best price possible for you. The asking price could be looked upon as the starting point in the negotiation. If there are no offers however, or not enough inspections, it’s worth reviewing the asking price with your agent. This should be done every 3 to 4 weeks. In most cases we only need to lower the asking price, not your acceptance price. One thing is certain and that is, we have not undersold your property. From our experience, 99% of buyers are price conscious and will be less likely to respond if similar properties are available for less. When considering whether to modify the asking price please compare your property to sales prices of other properties that have just been sold — not with those that are still available. Take on board the agent’s recommendation.

## Challenge 8

### “...how should I handle third party advice? My neighbour says it’s too cheap!”



We have covered and discussed a huge amount of information since we first met. I know you are confident that our team will do what’s best for you. Our marketing expertise has been continually evolving. However, you may hear some incredible comments from well meaning relatives, friends and associates once they know your home is on the market. If you receive any well meaning advice, say to yourself **how many properties has this person sold in this area and in particular the last 12 months?**

Thank them for their contribution and stick to our tested strategy.

## Challenge 9

“...who’s this at the door?”

### **Stranger danger!**

Never allow anyone in your home unless you know who they are and why they are there!

Once your property is available it will attract attention to people who are passing by. Should anyone knock on your door or make phone contact wishing to arrange an inspection direct, please refer them to our office for qualifying.

As a professional company we would never send a person directly to your property unaccompanied. Buyers should only view your property with one of our trained agents. Never disclose the price you will accept or why you are selling.

## Challenge 10

“...I’m away for a few days. What happens?”

Please leave a land line phone number with us of a family member or friend who know where you will be just in case we need to discuss an offer etc. In some areas mobile phone reception is not available.

## Challenge 11

“...is it good news or bad news?”

### **Don't lose faith!**

We need your permission to be straight with you. Please don't penalise us for being truthful. As your agent we need to tell you everything the market is saying, good or bad.

We will always give you direct and accurate feedback on all property inspections and confirmed offers. All offers irrespective of price must be submitted to the owners. Great care is taken in order to access and maximise price terms and conditions. Remember that this is the market place voicing an opinion.

We need to know what the market place is thinking of your property in comparison to similar properties. Negative feedback is positive as it can help us to move forward. You will encounter a lot of negativity in the press that leads to a build up of emotions. The facts are every property sells the moment we meet the market value. This does not mean property owners have lost money it simply means we have discovered the true value of your property.



... make it happen

As your selected agent  
we will give you our complete  
commitment and dedication  
to ensure the very best outcome  
possible in the sale of your  
property. We sincerely hope  
this information will assist in  
a smooth, stress-free selling  
experience with our company.



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Licensed Agent

“ Sometimes it’s good  
to share your thoughts ”

