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How to choose the best real estate agent for you

Selecting the right real estate salesperson to market your home is the best way to increase your chances of a positive result. The agent you select has a direct influence on the number of buyers who view, visit and offer on your home. In real estate, we know that the best way to maximise the value of your home is to increase buyer demand, as more offers equal a better result.

But how do you know whom to choose? It is hard to judge what a real estate agent brings to the table from one interview, especially when you are likely to have had no previous experience as their client.

Should you list with the salesperson you bought through?

The first instinct for many owners when they want to sell is to go back to the salesperson, they bought the home through. This makes sense if you had a positive customer experience. But it doesn't make sense if you feel like you were able to buy the property for a bargain price.

What about recommendations from friends?

The second action most future sellers take is to ask around for recommendations. This is a sound approach if your friends have actually sold through that agent and often results in a good choice. Ask the referring friend why they liked the agent they chose. Drill down further than the sale price or the number of offers. Did they always act respectfully? Was their communication top-notch? Did they explain all options without being pushy? If you do follow recommendations, ensure you choose an agent who has experience with buyers in your local area.

Visit open homes

If you don't have recommendations to choose from, go out and meet

salespeople in their place of work: open homes. The trick is, don't tell them that you are thinking of selling. You want to see how they treat you as a potential buyer. Were they helpful and forthcoming with information? How did you feel about their follow up process? Do they provide information at their open homes and in their online listings which makes it easy for buyers to become interested?

Should you hire the agent with the highest profile?

Just remember, the 'top agent' might be the face of the campaign, but another team member will often be handling buyer enquiries and open homes. Many owners get unpleasantly surprised by this, thinking they have listed with a high-profile agent, only to find that a junior member of the team is handling the bulk of the work. Before you sign up, always get clarity on who will be handling open homes and buyer enquiries.

Beware the pushy agent

Many owners feel like they need to hire a 'bulldog' negotiator who can squeeze every dollar out of the market. This is often counter-productive as it is frequently the owners who end up getting pressured to accept an early offer.

List with an agent you relate with

List with an agent who has a proven track record, treats you with respect and is a pleasure to be around. Whoever you choose, you are going to be dealing with them a lot over the course of the campaign and you want to walk away with a positive experience.

Let's talk when you are ready

I assist my clients all the way through the moving process, from deciding which pre-sale transformations will add the most value, right through to settlement day. So, if you are thinking of selling in the next 3 - 9 months, get in touch today to book a consultation. I would love to help.