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### Dr. Jeff Smith PhD, MBA introduces ...

### What Does Great Service From Your Real Estate Agent Actually Look Like?

What great agents do differently to achieve higher sale prices?

In today's Feature Article I am going to build on the full-service agent theme by exploring one of the many frameworks great agents use to achieve higher sale prices for their sellers.

The Seller/Buyer Price Paradox (see diagram below).

The green price arrow represents the seller's expectation of price and the blue price arrow is where buyer's see value. In the majority of situations, but not all, there is some common price level for both Seller and Buyer (the red arrow section). In about 90% of cases the Seller's price expectation exceeds the Buyer's maximum price where they see value. There is, however, a range of price points at which the Seller is willing to sell the property and the Buyer is willing to pay. Where great agents stand out is in their ability to work with the Buyer and Seller to advance the price to the maximum a Buyer is willing to pay to own the property.

As with all negotiations, it's the skill and expertise of the agent that advances the Buyer to the maximum level they are willing to pay to buy the property. So how is this achieved? In short, an exceptional agent has a range of tools that he/she uses to maximise the outcome. Let's explore this a little further.



### Strategies and Good Processes

All good agents have a suite of smart strategies that they employ to suit the market environment, the property type and timeframe in which the Seller would like an outcome. Some of the key strategies are:

- **Significant** thought up front on who the target market for the property is, with advertising and marketing directed towards that target market. For example, drone photos and video of the property highlighting key places of interest, the most desirable attributes highlighted at the beginning of the advertisement.
- Multiple open homes per week to ensure buyers have the best possible opportunity to view the property. This also creates a sense of urgency, as does the auction method of sale.

- Always try your best to accommodate viewing times for buyers who can't see the property at the scheduled open home times. Sunday open home times are also very effective – particularly for busy families and those Buyers that work on Saturdays.
- Post short videos and property links on Facebook and other social media platforms. Boost the post to reach more Buyers.
- The auction method of sale and the use of the "Multiple Offer Form" create competition between Buyers and find the maximum price a buyer is prepared to pay to own the property.

#### Strong Work Ethic

A strong work ethic goes hand-in-hand with delivering on the smart strategies and good processes discussed above. Clearly if the agent doesn't have the right attitude and is not willing to work at any hour of the day to advance and then close the deal, then the outcome may not necessarily be the best possible one in the marketplace.

As a highly professional real estate agent, I want you to get a great outcome the first time around. My success rate in selling first time around is currently 89% (industry average  $\sim$ 75%).

### I am a customer-focused agent, that is all about your needs.

I quarantee:

- Full involvement. You will be engaged in the selling and decision process.
- Clear communication. You will be constantly informed.
- Strong work ethic and processes designed to seek out buyers. Creates competition between buyers.
- Highly motivated to go above and beyond. Major impact on your life.
- Sound recommendations. Allows you to make clear, informed decisions.
- A full-service agent and agency. Can provide solutions to all your needs.

You will have full confidence in knowing the best possible result for you will be achieved.

Cheers!



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Edith Schauble 16a Grosvenor Road, Indooroopilly



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