

CARTER

What You Should Discuss With Your Agent

1. MARKET CONDITIONS

Sellers Market?
Buyers market?
How is the market tracking?
How do we respond?

2. MARKETING STRATEGY

Who is the most likely buyer?
- Owner-occupier—young or old?
- Investor or developer?
How do we identify them?
How do we attract them?

3. DESIRES AND MOTIVATION

Why are you wishing to sell?
What deadlines or other objectives are to be observed?
How do you wish the sale and marketing to be conducted?

4. PRICE

What is a realistic price expectation?
What is a realistic asking price?
Should a firm price be quoted or a price range?
How does the price compare with other properties which have sold?
How does the price compare with other properties which are on the market in competition?

5. ADVERTISING

What form of advertising should be undertaken?
Which Internet portals should be used?
Which local and metropolitan newspapers or magazines should be used?
How long and how intensive should the advertising campaign be?

6. COMMISSION

- What is an appropriate commission which is fair to both vendor and agent?
- What does the vendor get for the commission?
- How does the agent 'add value' to the sale?
- Is it more important to minimize the commission or to maximize the sale proceeds?
- Can your agent 'earn' their commission?

7. MARKETING BUDGET

- How much should be allowed?
- How much is too little?
- How much is too much?
- How do you measure results?

8. THE CARTER DIFFERENCE

- How are we large enough to manage?
- How are we small enough to care?
- How generations of residents in Maroondah and surrounding suburbs have trusted and relied upon generations of Carters in real estate for positive outcomes.
- How our level of repeat business, public goodwill and esteem separate us from the pack.

9. NEGOTIATING STRATEGIES

- How do we negotiate the best outcome for our Vendors?
- How do we know when to say 'no' to a buyer?
- How do we know when to say 'yes'?
- Why do we regard an offer as our cue to get the buyer up, not the seller down?

10. THE KNOWLEDGE

- How does over 85 years experience work for you?
- How does our exceptional level of knowledge, expertise and skill bring benefits to you?

We are the most experienced agents in Maroondah and the surrounding suburbs. We know the area as no others do. We know real estate inside out, not only through 85 plus years in practice but also through long, extensive and continuing involvement with REIV and government.