Tim Altass Real Estate

RealEstateNews

INFORMATION TO HELP YOU WHEN BUYING OR SELLING | March 2011 |

Is There Anything Better Than Auction?

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Is there any better way to sell than by auction? Many agents will say, "No!" but then again, they're trained to say that.

There can be no doubt that auctions often get a high price, but can they guarantee to get the highest price?

Buyers Agents represent purchasers, and not home sellers. A Buyers Agent assists purchasers to buy cheaply. This is what one Buyers Agent ** had to say about auctions:

"I attend many auctions and bid for properties on behalf of my clients. At the majority of the auctions where we were successful, we had 'money left on the table' – that is, we spent less than our authorised limits." ** Patrick Bright - Buyers Agent & Author of "The Insider's Guide to Saving Thousands at Auction"

No negotiation expert favours allowing competing parties in a negotiation to hear what another party has offered, yet this is what auction does.

A better alternative to auction is to negotiate privately using the Buyers' Price Declaration.

Based upon an idea developed by economist the late William Vickery – one of several ideas that earned him the Nobel Prize for Economics – this negotiation tool is demonstrably better than auction for sellers, buyers, and agents.

With the Buyers' Price Declaration, no competing party is privy to another party's offer. **This means that each buyer must offer his or her highest price without being influenced by what somebody else may have offered.**

Ask your agent about negotiation with a Buyers' Price Declaration. If he or she still insists on auction, insist upon a price guarantee.

Tim Altass REAL ESTATE

Open 7 Days ☎ 24 hours | www.timaltass.com.au

Bulimba	189 Oxford Street	**3899 1265**
Carina / Carindale	799 Old Cleveland Road	**3843 0060**
Morningside	664 Wynnum Road	**3395 5955**
Property Management	664 Wynnum Rd Morningside	**3395 5002**

Why you should buy your own home

LETTER FROM EDITOR

As we get in to 2011 we are seeing the same as always for this time of the year - more vendor paid adds, more auctions and more properties without asking prices.

The big question here is - What selling method will get sellers the most in their pocket?

This issue covers Auctions and negotiations skills through other methods. Advertising costs is always a concern too however that topic will be covered in more detail next issue.

If you are thinking of selling in this market ,particularly as there are less buyers around ,choosing a method that makes buyers comfortable with the process is vitally important. To lose one buyer due to high pressure tactics is risky- that nice couple who “hates auctions” “would never buy through auction” (which we hear all the time) could have been the best buyer for your property!

If you would like to know more about selling methods or perhaps the likely selling price of your property, give us a call and we promise not to avoid discussing price or ask you for advertising money.

Until next time

Best wishes
Tim Altass

It feels good.

The feeling of paying off your own home gives you and your family a feeling of pride and satisfaction. The feeling of home ownership should be experienced by everyone.

It gives you emotional security.

Having a home creates a feeling of belonging. Home is where you are always welcome. No-one can come into your home without your permission. Your home is your castle.

It gives you financial security.

Saving can be hard. Buying a home is a great form of saving as each payment takes you closer to the day when you achieve total ownership. Your home soon becomes your greatest financial asset.

It keeps your family together.

Your home is the foundation for your family unit. As your children grow, they will feel secure - because home is always ‘there’. The welcome light will remain on until all the family is home each night. Homes make families better.

It occupies you.

You don’t occupy a home as much as the home occupies you. There is always something to do around the home. You and your family will enjoy thousands of hour at home.

It takes care of you.

When you are sad, your home will lift your spirits. When you are ill, your home will comfort you. When you go away, you will miss your home. When you come home, you will feel that special warmth only a home can give. Your home is your sanctuary.

It records your life.

A home is full of memories. The word ‘home’ is a positive word. When you think of home you think of all the dreams, the fun and the great times. Your home has special feelings. From the scent of the garden to the way the sun enters your favourite room, your home triggers wonderful thoughts.

Your home is you.

You belong at home. Your home is part of you. It’s the heart of your life, a part of your soul. It’s the anchor of your family’s togetherness. You, your family and your home are as one.

Buy a home. It will be one of the great joy’s of your life!

Hire a Specialist

If you follow this advice you will seek out a professional salesperson – a trained negotiator – who uses the Buyers' Price Declaration as a means to obtain the highest possible price for you.

You should understand, however, that few agents know this tool and understand how to use it.

This means that if you tell an 'auction specialist' (usually recognised by the fact that the salesperson 'pushes' auction to you), that you do not want to auction and then force that person to handle your sale by Private Treaty, you will have working for you a salesperson that is out of his or her depth.

A Private Treaty specialist seldom does auctions. He or she is a specialist in negotiating high prices, face to face.

But just because your agent claims to be a Private Treaty specialist this does not automatically mean that he or she knows and uses the Buyers' Price Declaration.

follow this advice you will seek out a professional salesperson – a trained negotiator – who uses the Buyers' Price Declaration as a means to obtain the highest possible price for you.

Ask questions. Discover whether your preferred choice of agent understands the principles of negotiation and the Buyers' Price Declaration.

Gary Pittard

This article is adapted from the seller booklet, How To Get the HIGHEST PRICE for Your Property. To have a complimentary copy home delivered, please contact the agent who sent you this newsletter.

How much should you pay an agent?

NOTHING...

if they sell your home for less than they quote you.
Contact Tim Altass Real Estate today
for a guaranteed price quote on your home.

Are you looking to lease your investment property?

The Property Management team at Tim Altass Real Estate currently have quality tenants waiting for the right property.

To find out if any of these prospective tenants suit your investment property contact ☎ **3395 5002**

www.timaltass.com.au

Maximum return with Minimum of stress

- Best Market Rent
- High Quality Tenants
- Experienced property management team
- Regular monitoring of your investment
- Stress free management

Contact Tim Altass Real Estate to discuss what we can offer you in the management of your property.

☎ **3395 5002**

"I have been most fortunate to have the team at Tim Altass Real Estate look after the sale of my home. They were always readily available to me, counter balancing any stress I might have otherwise felt during the process. They managed to successfully negotiate a sale price over my asking price in a competitive real estate market. The team has spent a great deal of time with me and assisted enormously in my interstate move. I would with total confidence recommend them to anyone looking at buying or selling property."

M PROCTOR

REAL ESTATE CAREER

$110,000 secure salary and bonuses

- Our sales people enjoy the best in support, ethical training and teamwork. One team now sharing three eastern suburbs locations, all the enquiry and 2 days off per week.
- This is the way real estate should be - NO auctions, NO bait pricing, high salaries and bonuses and enough time off to enjoy a life outside of work.
- Having earned "Approved" accreditation from the Jenman Group we're extremely busy.
- We're looking for mature minded people with no real estate selling experience, who own their own home and have a proven history of stability.
- Qualifying period starts at $77,000 and bonuses and 11 day fortnight roster.
- If you believe you can sell and would like an income over $150,000 (this is the lowest income in our sales team) within 12 months - we'd like to hear from you.

Perhaps you too can join us for many years.

Please email your resume including a letter of introduction to: mary@timaltass.com.au

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