

RealEstateNews

INFORMATION TO HELP YOU WHEN BUYING OR SELLING | Edition 13 |

Discovering the True Market Value of Your Home

PETER O'MALLEY

Most of us have a price in mind as to what we feel our home is worth. However, unless a genuine buyer offers this number or higher, it is hard to really know what the true value on the open market maybe. If you don't want to sell your home, the value of it is largely irrelevant.

If you would like to make a move but the move is dependant on the true value of your home, finding out the true value is crucial. There are a few different ways that you can discover the true market value.

The **FIRST** is to call a reputable independant valuer that knows the local market. Valuers are often mistakenly accused of being conservative in their assessments. Valuers are not trained to be conservative, they are trained to be accurate. Their research is evidence based without any emotion around the final number they assess the property at. A valuer does not have a vested interest in the property.

The **SECOND** option to working out market value of your property is to call real estate agents and ask them. Valuers will usually look at a property and ask, at what price will this property definitely sell? Real estate agents will usually look at a property and ask at what price could this property sell? It is a reality that a real estate agents chance of being selected to market the home increases if they are optimistic around the possible selling price. Therefore agents can have a vested interest in the number they put on your home.

Valuers will focus on the price point at which many buyers will be interested in the property.



Agents will focus on the highest price one buyer could pay.

The **THIRD** avenue to identifying true market value for your property is to list it on the open market. When genuine buyers begin making offers, you will then know what your property is really worth. If the best offer allows you to achieve your plans, it would make sense to sell your property. If it does not, decline the offer and stay put.

The most common mistake sellers make when it comes to identifying the true market value of their home is they sign up for an expensive advertising campaign. If the desired price is not reached during the campaign, the seller is wedged. They either sell for less than they had originally hoped to achieve or they pay for an expensive advertising campaign that did not result in a sale.

With auction clearance rates in Brisbane less than 30%, (some weekends as low as 12%) at least 70% of auction sellers are wasting thousands of dollars on a campaign. It is a reality that not every seller will achieve the price they want and it is also a reality that you don't need to spend thousands of dollars to find this out.

In this Issue:



page 1

Discovering the True Market Value of Your Home

page 2

Control

Letter from Editor

Protecting Your Property

page 3

5 Property Tips for Sellers

Renovate to Sell

page 4

Property Management

Testimonial

Real Estate Career



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

CONTROL

GARY PITTARD

Agents should be in control of events. Negotiation is about control. To do this they have to discover the seller's minimum and the buyer's maximum. Whether a property is sold by Private Treaty or Auction, most agents never discover the buyer's maximum.

How can an agent possibly get the highest possible price for a seller unless the agent knows the buyer's maximum?

Agents must know and master negotiation using the Buyers' Price Declaration. Based upon an idea developed by Canadian economist the late William Vickery, this tool gives agents the greatest chance of negotiating the highest price for their sellers. Failure to use this tool is negotiation negligence.

LETTER FROM EDITOR

Welcome a very appropriate edition of our Newsletter.

As the prices have dropped so have the auction clearance rates- so this month's article regarding property values and cost effective ways to determine property values makes for interesting reading.

Now more than ever sellers are paying for expensive advertising campaigns for no sale- so if you're thinking of selling in this market, it would be a good idea to talk to a number of agents to find out what selling method best suits your budget and who do you believe will get you the most in your hand- most importantly do they guarantee their selling price.

If you're planning on upgrading in this market there's good savings to be made- just be mindful of not buying before you sell and you'll save a lot of stress and money.

We'd love to hear from you if you would like to know more about stress free selling.

Until next time

Regards
Tim Altass


The person who should be in control of prices is the agent, acting in the best interests of the seller. Too many agents think that "selling" a property means finding a buyer. That's nonsense. Finding a buyer is only the first stage. The second stage, which few agents do properly, is getting the buyers to pay their maximum.

Only incompetent agents say a property is "worth what a buyer pays". The good agents, the true negotiators, know:

A property is worth what they can persuade the buyer to pay. These agents are in control. Whatever the buyer can pay is what the good negotiator gets for the owner, not what the buyer wants to pay.

Buyers want to pay below their maximum. With most agents, this is exactly what buyers do. Ask any homeowner what price they paid for their home. And then ask what price they would have paid.

Most will admit they would have paid more. When asked why they didn't, most will say the owner agreed to their offer and the agent did not ask for more.



For some great ideas on how to select a great negotiator, ask the agent who sent you this newsletter for a complimentary copy of the seller booklet, How To Get the HIGHEST PRICE For Your Property.

This applies whether property is sold by auction or private treaty. Most real estate is sold for less than it could have been sold for.

Agents who are not skilled negotiators are underselling owners.

The reason is simple: the focus is on the seller's minimum. The focus should be on the buyer's maximum. The difference can mean thousands to a seller. When an agent gets the buyers' maximum, the agent has earned a selling fee. The highest possible price has been achieved. The agent, not the buyer, has controlled the sale price.

Protecting Your Property

SIMON NOLAN

Here's a little bit of sound advice when it comes to protecting your home or investment property from theft.

- Consider having a good burglar alarm installed, especially in 2 storey homes.
- Ensure you have working locks on all accessible doors and windows (note some insurance will be voided if you do not).
- Never have your name, address or phone number on your key ring.
- If you move into a new place have the locks re keyed, you don't know who may still have a 'spare' key.
- Many security screen doors are not effective; don't rely solely on them for home security.
- Don't go into the backyard and leave a front door accessible, open or unlocked.
- Thieves like to work in dark, inconspicuous places. Consider sensor lighting to front, rear and side access ways to your home.



- If you come across a robber do not confront them, even if they seem unthreatening. They may have a weapon, or be working in a team.
 - Report any criminal or suspicious activities to local Police or call 000 in an emergency.
- I hope you got some good tips here and I especially hope you never have this problem.**

5 Property Tips For Sellers

Most sellers get their real estate knowledge and experience at a hefty financial price.

They are so busy earning money that they don't have the time to research and save money.

These few brief hints, in today's fast-paced world, may save you several thousand dollars if you are selling today.

1. Insist on a written quote

2. Sign up for a maximum of 7 weeks

3. Focus on today's price

4. Accept the best offer

5. Don't pay or sign anything

1. Insist On A Written Quote

When an agent quotes you a likely selling price, get the quote in writing with a clear condition that if your home sells below the price quoted by the agent, you do not have to pay the agent.

Sure, if the market price genuinely falls and you believe the agent has made an honest mistake, you can decide whether or not you wish to pay a commission.

However, by insisting on a written quote and a condition on the commission, you are only doing what you would do if you dealt with any other professional person.

You would ask two questions of a



professional service provider – First, What are you going to do for me? And, second, what are you going to charge?

2. Maximum 7 Weeks

If you sign up with an agent, put a limit on the time that you are 'tied' to that agent. The longest time should be 7 weeks. Some sellers insist on a maximum of 30 days. You do not want to be stuck with an agent you don't like. If you like the agent, you can always extend the agent's time when the period expires.

Putting a time limit on a selling agreement gives you control over the agent, not the other way around.

3. Focus On Today's Price

Yesterday's price is gone. Sure, the price you can get today may be less than

you could have got yesterday. However, tomorrow the price could be lower than the price you can get today.

Too many sellers today are costing themselves a lot of money because they are holding out for a price that is no longer achievable. The longer you wait, the lower your price can become.

4. Accept The Best Offer

When you are selling a property, you need the best price available in today's market. Do not confuse the price you want with the best price available.

Unless you are willing to take the BEST offer in today's market, don't even put your property for sale.

5. Don't Pay Or Sign Anything

No matter how tempted you may be or how much pressure is placed upon you, never pay any money to any agent for any reason until your home is sold and you are satisfied.

And, be careful that the agent's selling agreement does not have a fine print clause which requires you to pay advertising expenses if your property is not sold or if you change agents.

Finally, do NOT sign any contracts to sell your property until you speak with your own personally chosen legal adviser. ■



It is a challenge trying to work out what improvements will add value above and beyond the cost of the improvements. Will the buyers respond favourably to the proposed improvements? What is it that buyers are looking for?

When it comes to preparing a property for the market, there is not one right answer on what works are appropriate. It is very much a case by case basis. However, it pays handsomely to be aware of some certain facts.

For further assistance on what renovations and works would be worthwhile to your property prior to going on the market, or a FREE property appraisal contact Tim Altass Real Estate on 07 3395 5955

Many people make the mistake of renovating but not adding value

When it comes time to sell, many face the difficult to answer question - what should we do before putting the home on the market?

Tim Altass Real Estate
Morningside, Bulimba & Carina
07 3395 5955

Are you looking to lease your investment property?

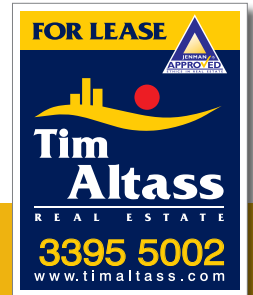


The Property Management team at Tim Altass Real Estate currently have quality tenants waiting for the right property.

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**

“First class” is a term often boasted but, in our experience, very rarely achieved by real estate agents. The team at Tim Altass, however, fully deserves all our praise; you were nothing short of world-class during our sale process, which for us was short but very sweet! Attempting to sell in a downward-trending market, under the pressure of having bought elsewhere, but then achieving our asking price within three days of going to market? We wouldn't have imagined it in our wildest dreams. This was our second experience with Tim Altass, having bought our property through you five years ago - an experience we found to be equally professional.

We can not speak highly enough of your firm - one that is based on principals and hard graft. It's been an absolute pleasure to have dealt with your team once again and we will continue to recommend you to anyone looking to buy or sell.

R and S Lovegrove



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

Tim Altass Real Estate | Morningside, Bulimba & Carina | 07 3395 5955

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

Disclaimer: It is not intended that the information and opinions in this newsletter be treated as advice professional or otherwise. Tim Altass and Tim Altass Real Estate do not accept any form of liability, be it contractual, tortious or otherwise, for the contents of this newsletter or for any consequences arising from its use or any reliance placed upon it. The information, opinions and advice contained in this newsletter are of a general nature only and may not be applicable or appropriate to your specific circumstances. As there are many pitfalls associated with buying and selling real estate it is important to get professional independent advice.

