

# MOSS

# THE RESIDENTIAL

Issue 4

## Best Time to Sell

Is there a right time to sell your property? Always open for ongoing debate and depending on who you ask you may receive a variety of responses such as:

“Spring is a good time to sell”

“Don’t Auction on a long weekend or  
Grand Final weekend”

“Not during school or Christmas holidays”

“When the market is booming”

At MOSS Estate Agents we see the answer being twofold.

**“The best time to sell a property is when a buyer is found at the right price for the property.”**

Buyers are active all year round and ready to purchase irrespective of the seasons, state sporting events etc. Buyers will buy when the right property for them becomes available.

**“The best time to sell is when the property is new to the market.”**

Commonly any new property that enters the market receives the highest level of interest within the first 30 to 40 days so have the mindset to try and sell within a 30 to 40 day period.

Missing this window of opportunity could mean reducing the price of the property or waiting for new buyers to enter the market. For this reason “early offers” can sometimes be the highest offer.

A property that remains on the market for many months loses its appeal and reputation.

**If you’re considering selling and would like advice as to the best time to sell your property contact us.**

**MOSS ESTATE AGENTS 9489 6622**





## The Risk Setting a Reserve Price

Agents often boast about the price they achieved above the seller's reserve at a public auction. We read it each week be it through a flyer we receive in our mail box or an advertisement in a local paper.

At a public auction the seller is legally required to set a reserve prior to commencement of the auction. This is usually discussed and negotiated between the seller and their agent a few days prior to auction day.

A seller negotiates with their agent a reserve based on the minimum they would be willing to accept whereas an agent negotiates and recommends a reserve based on what guarantees them a sale.

Neither the seller nor the agent are purchasing the property therefore setting the reserve prior to an auction is risky as it is never certain what a bona fide buyer will be willing to pay?

The risk with reserves is they can be set too low; the higher a price sells above reserve is usually a fair indication that the reserve was set too low.

In any sale negotiation the agent's primary focus should always be to achieve "the highest price a buyer is willing to pay" and not the lowest a seller is willing to accept otherwise the risk of "setting the bar too low" could result in underselling a property.

**Want to know how to achieve the highest price for your property without the focus being your reserve?**

**Contact MOSS ESTATE AGENTS 9489 6622**



# MOSS

## Careers in Real Estate **\$55K PLUS BONUSES**



### Ongoing Training & Professional Development

### Build a Network & Community Leadership

Dear Local Darebin Resident,

Know your local area well? Would you enjoy getting to know the residents of your neighbourhood and local community? Our **HomeFinder** position is an opportunity to do just that! Pivotal to the success of our sales team this role entails meeting and speaking to local residents across the City of Darebin to offer our agency's services to property owners who are thinking of selling. Living locally is a significant plus!

If you're seeking a flexible position where you are granted full autonomy within your role then this is the position for you. We are looking for a passionate and energetic person who is self-driven and looking for an opportunity to pursue a career in real estate.

MOSS Estate Agents will support and train you and offer a comprehensive induction program for new entrants. **No experience required!**

**For further details regarding our HomeFinder position visit our website**

**MOSS Careers**

[mossea.com.au/careers-moss/](https://mossea.com.au/careers-moss/)

## Message from Tom

Welcome to our latest issue of The Residential.

Have you ever thought to yourself "I'd be good in real estate" but uncertain as to how to go about it?

At MOSS we are always on the lookout for good people driven to succeed to join our team. No experience is required. In fact, real estate career success stories have been achieved from many who had never sold real estate before.

If you're interested in a successful and rewarding career than we look forward to hearing from you.

Tom Moss

MANAGING DIRECTOR

## Contact Us

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