

THE RESIDENTIAL

Issue 6

The Impact of a Failed Auction

With just less than 50% of properties selling under the hammer consider those sellers who did not sell on the day of their auction.

Their efforts in preparing their home for inspection each weekend leading up to an auction and the substantial spend on advertising to find a buyer without any result can be heartbreaking.

No seller decides to sell their home by public auction, spend thousands of dollars on advertising and expect it not to sell.

Other than lost time, effort in preparing the home for open inspections and high advertising costs there is a greater indirect financial loss to a seller when their property fails to sell at auction.

The failed result is advertised the following morning in the newspapers which becomes public knowledge for everyone to see.

There may be a valid reason for the property not selling at auction however what is seen publicly is a FAILED result which throws doubt and caution to buyers as to why it did not sell.

***“A failed auction
is damaging to the
value of your home.”***



The properties public reputation has been diminished, buyers will now act with caution and leverage the failed result in any negotiation that will reflect on future offers.

A failed auction is damaging to the value of your home.

Failing in a private treaty means you decline an offer made by a buyer in the privacy of your own lounge, you then choose to either continue looking for another buyer or withdraw the property from sale without any public knowledge.

This way, your business remains your business.

Sell smart. Sell safe.

MOSS

Focus on Selling Real Estate not Advertising

It is common today to see sales agents promoting and selling expensive advertising campaigns to clients to sell their property.

I feel the primary role of a sales agent is being somewhat redirected towards selling real estate advertising as opposed to property.

This comes at a financial cost to a sales agent, requiring them to lower their selling fees to offset the cost of expensive advertising campaigns in a very competitive market.

An expensive advertising campaign also comes at a financial cost to the property seller irrespective of whether the property sells or not. It is not necessary to spend tens of thousands of dollars to sell your property.

Some level of marketing is necessary when selling real estate but more important is the skill of the individual sales agent to negotiate the highest price for their clients.

“Selling with a skilled negotiator will return a far better price for a property than the size or frequency of an advertisement.”

An advertisement may grab the attention of the buyer but does not sell a property, it is still up to the individual sales agent to negotiate on their client's behalf, the key objective to obtain the highest price possible.

Selling with a skilled negotiator will return a far better price for a property than the size or frequency of an advertisement.

Let's get back to the basics of selling real estate for the benefit of our clients and our industry by focusing on negotiation rather than unnecessarily expensive advertising campaigns.



MOSS



Message from Tom

Dear Resident,

Welcome to 2019 and our first edition of The Residential for the year.

The 2018 property market began under pressure and finished the year under assault as the perfect storm of events pushed the market lower. The New Year will bring a new set of challenges for sellers where selecting the best agent to achieve the highest price will be of utmost importance to the success of your sale.

To ensure you avoid the costly pitfalls of poor agent selection contact MOSS for advice to ensure you maximise your sale price and through our safe selling method get the HIGHEST PRICE for your property.

We look forward to helping you reach your real estate goals in 2019.

Tom Moss



New Office Location

We've recently moved and are now located at:

395 High Street, Northcote

Whether your thinking of buying, selling or leasing we welcome you to contact us to make an appointment for a confidential consultation.

Contact Us

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Recently Sold



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