

Exclusive Agency: Exclusive Services

Many vendors think that the best way to market their property is to list it with as many agents as possible. The logic is simple - more agents = more exposure - right?

“Not necessarily,” said Lydon Gibbons of Raine & Horne Tweed Heads/Coolangatta. “The old wisdom less is more is worth noting here. “Listing with lots of agents sounds good in theory but in practice it doesn’t always result in a faster better sale. Agents can’t afford to spend time and money coordinating a tailor made marketing programme if the property could end up being sold by another agent through sheer fluke. The same work done on an exclusive listing will usually result in win/win situation for everyone concerned.”

Lydon Gibbons said that in the case of open listing, sales occur more by good luck than good management.

“Many vendors report that after unsuccessful experiences with open listings they find out by trial and error that they are better off with an exclusive agency with a professional, active agent,” Lydon Gibbons said. “It’s only natural that agents will be more energetic on behalf of their own exclusive listings.”

Lydon Gibbons said that exclusive agency means that a vendor knows there is someone who is accountable.

“How do you hold lots of different agents responsible for what is happening?” Lydon Gibbons said. “Who is ultimately responsible for the property being left secure or everyday instructions about pets or curtains let alone why the property isn’t selling?”

According to Lydon Gibbons, the important thing is to choose the right agent in the first place.

“Make sure you compare all the services an agent has to offer and ask for the submission in writing,” Lydon Gibbons said. “The agent who offers to put the highest price on your property is not necessarily the one with the expertise to achieve the best price. And agents who offer the lowest commission often can’t afford to put together the kind of marketing programme that will achieve the best result.”

Lydon Gibbons said it is worth noting word of mouth recommendation from someone whose opinions you respect.

“In the end weigh up all the information and go with your gut feeling,” Lydon Gibbons said. “If you have done your homework you should be able to sit back and look forward to first class service.”

For more information on Tweed Heads real estate, Coolangatta real estate, Banora Point real estate, Bilambil Heights real estate, Tweed Heads West real estate, Tweed Heads South real estate, Kirra real estate and Terranora real estate contact Raine & Horne Tweed Heads/Coolangatta on 07 5536 2533.