



GET MOVING



The Dangers
of getting the
price wrong
when selling
your home.

Roberts
real estate

It sounds a little over-dramatic we know. After all you can always set the price a bit high and come down. Right?

What if we told you that setting the price just 5% above what the market will accept, may result in no enquiry at all?

And it's too late to adjust the price later, that's when you start to look desperate and the bargain hunters come visiting!

Or the vultures start circling your ads in the real estate guide, waiting to see just how low you'll go.

Perhaps we can use a low 'hook' price to advertise and then talk people up once they enquire?

The theory sounds fine, but unfortunately all we'll get are people who can't afford the home you're selling coming for a 'sticky' and trying to beat you down just a little more. History has taught us that the majority of homes sell for around 5% under the last asking price. So this won't work either.

Perhaps we should just set no price at all and let someone make an offer?

We agree that there are a number of properties that are an appropriate auction situation, however that does not apply across the board. You'll know yourself that when you see a house advertised where they don't show the price, you assume it's expensive, regardless of reality.

Sceptical people are harder to sell to, and quite frankly, we at Roberts know how to set an accurate price and we don't need to resort to this kind of practice to get the best result for your home.

There's always the old price range trick!

Yes there is. If you are guessing the value you can always use the old price range trick. But the trouble with the old price range trick is that when it's too broad it tricks more than just the buyer.

Let's look at a range of \$180,000 to \$240,000.

The vendor, that's you, thinks they'll get around \$230,000. The buyer expects to buy your home for \$180,000... 5% less in most cases... and the agent just expects to get the listing.

So, you attract buyers who can't or won't pay what you want and you waste valuable time. The agent gets the listing and goes through the motions until you're ready to accept something less. Only one winner really!

That's why we restrict our price ranges to around 10% at Roberts.

Here's what we do at Roberts to make sure the 'Price is right' to achieve the best price in the shortest time.

Roberts consultants gather information on all properties that have sold recently in your area and compare them with your home...in consultation with you.

Roberts consultants gather information on land values and get accurate sizes from council plans of your property (where necessary).

Roberts consultants confer with valuers and gather up to date information directly from the internet to ensure accurate, current pricing.

Roberts consultants include estimates of chattels and other improvements and features as well as the basic home.

Appraisals are always done in consultation with you. No one knows more about the features of your home.

We're selfish but we're not greedy.

Let's be up front here. We make our money from commissions based on a percentage of the price of a home. The better the price, the better our commission. So our motive for getting the best price for your home is, in part at least, a selfish one and you can be rest assured that that we'll be doing everything we can to maximise the price. Without sacrificing the sale that is.

And we admit to a selfish motive, We're not so greedy as to set an impossibly high price and wait, and wait, and wait for the sale we'll never get. Our aim is exactly the same as yours. To sell your property at the highest possible price in the shortest possible time frame. Try us.

Should you wish to take advantage of this professional approach to marketing your home, call into your nearest Roberts office.

There are no charges for this service.



For any information or assistance please contact the Roberts Help Desk

helpdesk@robertsre.com.au
1800 063 311

Head Office - 2 Collins St, Hobart 7000
(03) 6235 1451 Fax: (03) 6235 1470
corporate@robertsre.com.au

