

What to look for in an agent

Area specialisation

A real estate agent who regularly works in your area will know all the ins and outs of the property market in your suburb. Local knowledge is key to a successful sale, from determining the best time to sell and determining a fair price, to knowing the strategies to use to attract potential buyers.

Do your research

You wouldn't buy a house without researching it first, and you shouldn't choose an agent before reading up on what they have to offer. Look at the services an agent offers, their recent sales success and whether or not they have testimonials from previous vendors.

Review results

Actions speak louder than words, so published sales results give you a much better idea of an agent's effectiveness than any other factor. How many properties in a similar price bracket has the agent sold in your area? Did they help other sellers achieve a higher price than expected?

Advertising options

Consider the methods an agent will use to attract potential buyers to your property. The more people who see your property, the greater your chances of a successful sale at a higher price, so look for an agent who will actively promote your property. An agent with strong media connections is also highly valuable. They can assist in getting advertising and editorials on your property online and in local newspapers to attract even more potential buyers.

The highest appraisal is not necessarily the best

It's easy to get sucked in by a surprisingly high appraisal, but remember that this is not the only factor to consider. An agent's services, fees, professionalism and communication skills all need to be taken into account. It's also worth pointing out that putting an unreasonably high price on your property won't help it sell. Make sure you research the agent's other listings or sales – look at the first price it was listed at, the final price and the price it actually sold for.