

WHY USE AN ESTATE AGENT TO SELL YOUR HOME ????

In today's highly volatile property market, most sellers have probably considered the idea of selling their home privately and saving the estate agent's commission.

At face value, the concept seems appealing but more often than not, has some major shortcomings. A private seller has very few marketing tools at his disposal and must rely on a for-sale board in front of his home or an advertisement in the local media. Both normally result in phone calls at all hours and possibly unsuitable clients knocking on the front door.

The private seller does not have the information to price his home correctly and recent statistics in Nelspruit show that there are roughly 30 properties for sale per every 1 buyer in a specific price range. This means that a home which is even slightly overpriced will not even receive an offer from which to negotiate.

If an offer is received, it is often negotiated by way of an inadequate contract which leaves crucial details like guarantee or occupation dates open-ended which later could result in major inconveniences or financial losses. A seller is also unable to do the necessary credit checks and financial qualifications of a buyer which leaves him completely in the dark as to whether the sale will actually be successful or not.

A reliable, qualified estate agent provides a direct link between buyer and seller. He is able to manage visits to a property, deal with legal, financial and marketing issues, advise both parties as to their rights, and negotiate a fair selling price considering the interests of all parties. An agent also works daily with motivated buyers who probably will not see the ad in the newspaper or for-sale board.

Once a contract is signed, he undertakes to regularly liaise with both parties, financial institutions and conveyancers until the sale is successfully concluded.

In short, there is an oversupply of property versus fewer buyers (due to stricter lending criteria by banks) so 90% of asking prices of property throughout South Africa are not being achieved. Make sure that your property is correctly priced. Now is NOT the time to test the market. Every additional month it takes to sell your home costs you money and delays your plans.

Sell if it is your only option - employ a reputable, qualified estate agent to ensure that your transaction is conducted smoothly, honestly and successfully.

ASK TO SEE HIS CREDENTIALS !!!

The commission will be well worth it.

For further details, please contact Greg Bisaro 0828542910 or Ivan Parnell 0845042021.



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