

A woman with brown hair and bangs is looking at a tablet computer. She is wearing a blue patterned shirt. The background shows a house with a porch and a lawn. The image is split into two triangular sections by a dark blue diagonal line. The top section shows the woman and the tablet, while the bottom section shows the house and lawn.

Fatal Real Estate Traps Exposed

and how to avoid them

**Ian
Reid**
Vendor
Advocates

A better way to sell your home.

About Ian Reid

First, a word about myself.

I've worked in the real estate profession for over 40 years. In my first year in real estate, I personally sold 110 properties. This figure was regarded as extraordinary in the industry, but one which I eclipsed by a further 50% the following year. Needless to say, this didn't happen easily. I used to work seven days, putting in up to one hundred hours a week. (I might mention that I work a lot smarter these days!)

In 1983, I founded Ian Reid Real Estate in the Diamond Valley, on Melbourne's eastern fringe. Within twelve months, we were market leaders in the district. However, over time I became disillusioned with the practices in the Real Estate industry, and the outdated and self-serving methods that had become common.

“I knew there had to be a better way to sell a home. A way that wouldn't leave the inexperienced seller exposed to the fatal traps of real estate.”

As a result, in 2001 I decided to pioneer Vendor Advocacy in Australia. My personal philosophy has always been one of innovation and creativity, along with a relentless pursuit of that elusive goal... perfection! Rest assured, I do make mistakes and I know the stupidity of doing the same thing over and over again, expecting a different result. That's why I created the Vendor Advocacy service and why we always keep making improvements.

I, along with my son Ben who now runs the business, provide our staff with comprehensive training and leadership, always focusing on the best systems and methods to achieve best possible outcomes for our clients. This is now delivered to our vendors through the **Ian Reid Vendor Advocate 8-Step Process**, which I'll explain later in this book.

The knowledge contained in this booklet is what I have learned and experienced, on many occasions the hard way, and is the best information available today if you are selling a property anywhere in Australia.



Real Estate Today

The Real Estate industry is in an unprecedented state of flux with the introduction of many new selling tactics by real estate agents, and the Government legislating against some of the misleading and deceptive practices that have been commonly used.

Then there's the emergence of the "self-sell" businesses and "agent-finding" websites that offer little more than a glossy "how to" brochure before throwing you to the wolves. But not, of course, until after they've secured their fee. Sellers are being seduced by the slick graphics, but don't recognise the risks of committing to something that provides significantly insufficient support and expertise. Critical guidance based on best practice strategies can often make hundreds of thousands of dollars difference when handled by the right professionals. This is not something that you can afford to sell yourself short on.

We have developed a way to overcome these difficulties and are now delivering solutions to the challenges for everybody selling their homes. What you are about to learn are proven selling strategies, which will equip you to understand more fully, participate more easily in, and maybe actually enjoy the process of selling your property!

But first, let me tell you about the traps!



14 Fatal Real Estate Traps!

When selling your home, it is imperative to fully understand and learn from the avoidable mistakes people have been making for years. Let me share what I know about the most common and the most costly errors that sellers make - the real estate “Booby Traps” people most frequently fall into. Keep reading and don’t despair. The solutions follow.

Mistake 01

Price too high

We are all afraid of selling our home for too little. So what do we do? Ask for a figure higher than we really want or need, and expect to “negotiate” down from there. And what happens? The buyers who do come to look, based on the price we are asking, quickly realise the home is overpriced or doesn’t suit them and move on.

Meanwhile the true buyer, the one who might fall madly in love with this home and who can afford it, doesn’t come to look because the asking price is way too high. So the property stays on the market for far too long, the price keeps coming down and the home either eventually sells for less than it might have had it been correctly priced, or it is taken off the market by its unhappy owner.

Mistake 02

Price too low

If your home sells straight away to the first buyer, you probably undersold it. Our experience has found the best price is usually obtained after two to three weeks of being on the market.

It may be the buyer that saw it first that pays the highest price, but you need to allow some time to attract other buyers to your property to create some competition. **No one, not agents, not valuers, not even the owner, knows what a home will sell for.** It is not until your home is on the market and you gauge buyer interest that you should decide on the price.

If you sell your home after one inspection, even if you’re reasonably happy with the price, you’ll still wonder whether you could have gotten more. And yes, you probably could have.



Mistake 03

Fixed selling price

This is probably the biggest mistake homeowners can make when selling their property. The moment you put a fixed selling price on your property, it is unlikely that you will receive one cent more than the price you are asking.

The same old problems rear their ugly heads. If your fixed price is too high, the property sits on the market for too long, goes stale, the price comes down and you eventually sell for less than you should have received. Or, if it's too low, you sell yourself short.

The basic problem with 'fixed price' selling is that it's virtually impossible to price your property correctly. If you quote a fixed price and then decide it is too low it's very difficult to get a buyer to pay more. The real estate market, remember, is just like any other market – it fluctuates. In a rising market, a fixed asking price may mean you sell your home for far too little. In a falling market, a fixed price could leave you stranded high and dry, with nowhere for your price to go but down. So don't make that mistake, ever. Do not put a fixed selling price on your property.

Mistake 04

Property sits on the market for too long

Here's something I've learned in all my decades in real estate. Your property should sell in the first 30 days. The best price is nearly always achieved in the first 30 days, and here's why.

When your home first comes onto the market, the large pool of buyers looking in your area and your price range will all come and have a look at it. If they like it and want it, they'll pay their top price because they realise or believe, that if they don't, they'll miss out. They can see all the interest from other buyers and the fear of loss will make them act, and quickly.

If you haven't sold in 30 days, that pool of buyers who were all qualified to buy your home will have dried up. All that you'll have now is a tiny trickle of new buyers coming into the market, not enough to create the desire, the competition, the fear of loss and therefore, the urgency to negotiate for your property.

If you've been on the market for 60 or 90 days, buyers all know they can crunch you down on price. That puts you in a very weak and vulnerable position. Don't let that happen. Make sure you have an agent who'll apply dynamic strategies that concentrate on that all-important first 30 days.



Mistake 05

Revealing your price

A common mistake, and a deadly one. The moment you reveal your price everyone will want to offer less. Then you'll either hold out for your higher price and the property won't sell, or you'll undersell it by accepting an offer that's too low.

And how do you fix the price anyway? Who fixes it? Your agent may misjudge the true value of your property. He or she may have told you too high a price in the first place to get your business and have created a completely false expectation in you. As discussed earlier until you have had your home on the market and gauged buyer interest, do not commit yourself to a selling price.

Through our advocacy service we know many agents and we subsequently advise you on the best local agent we believe is the right person to be entrusted to sell your property. Even so, when we obtain their opinions on the value of your property it is common place for their appraisals to vary by more than 10%, even more than 20%.

Unfortunately for vendors, new legislation in most states is attempting to have home sellers reveal their selling price, or forcing agents to disclose the market appraisal that was given to you as the seller. In my five decades in the real estate industry, more than ever you need sound independent advice from a very experienced person as to the best way to market and advertise your property.

Mistake 06

Not advertising your property

This is the second major reason why homes don't sell. The first, of course, is that the price is too high. However, consider this. Even if your home is priced perfectly, or it's an absolute bargain, will it sell if nobody knows about it? Obviously not. You definitely must actively promote your property for sale.

You cannot rely on your agent putting a photo in their window and expecting that to create a flood of buyers. These days, buyers just don't get out and crawl from one agent's window to another looking for a home to buy. They're on real estate websites, engaging with social media, browsing local papers, and they're attending advertised open houses.

Let's face it, **selling for the highest possible price is all about creating competition** and demand amongst the available buyer pool. You simply must advertise your property properly. Beware then of agents who don't charge for advertising. They won't promote your property adequately, not enough buyers will know about it and it won't sell. Not until the price comes way, way down and it sells itself.



Mistake 07

Not opening your home for inspection

A common mistake, don't make it. Opening your home for inspection is absolutely the best way to promote your property and achieve a high price. Here are some of the reasons:

Buyers prefer it. If your home is not open for inspection, many buyers will just ignore it and move on to one that is open at a time that suits them. Buyers plan their house shopping very carefully. They make lists of open for inspection times and can see more homes in one day than in a week of trying to make private appointments through agents. And if they can see ten homes in one weekend, why would they bother to make a special appointment to see yours if it's not open for inspection? Many just pass it by.

You can present your home at its best. If all you will allow is private appointments, it's just not possible to present your property perfectly every time the agent rings to show someone through. It's impossible to keep your home at inspection standard seven days a week if you're living in it too. With a planned open for inspection time, however, you can present the home perfectly. That's the way to achieve the best price, and it also puts the control in your hands, where it should be.

It suits you better too. Consider this. What would you rather do? Have to spend time preparing your house every time the agent rings with another inspection (whether the time suits you and your lifestyle or not) and then have to get out while the inspection takes place? Or leave your home just once or twice a week at planned times, when your home is looking at its very best, and while ten inspections can take place all at the same time?

Open for inspection produces the best price
Remember that buyer pool? When your home is properly promoted and open for inspection

at controlled times, all those buyers can see for themselves the interest in your property from other buyers.

Those buyers will soon be competing to buy your home, afraid that if they don't put their best foot forward, the property will go to someone else. Creating the fear of loss means that you will get the best offers that are out there. Open for inspection is the best strategy for achieving that. It's actually quite simple – **tell more people you're selling, attract more buyers to your home, get more offers, and achieve a better price.**

Opens are best for everyone.

Mistake 08

Falling for the 'highest price' agent

This is one of the most common difficulties homeowners can get themselves into and the only way out is 'down'. What happens is that an unscrupulous agent tells you your home is worth way more than it really is, just so they can get your business.

They then list it for as long as possible. Agents can no longer tell buyers a lower price to get them to come and have a look, so they spend the next weeks and months "conditioning" you down in your price expectations until eventually, after months of suffering and grief, you sell your house for far less than you could have. These agents who "buy" your listing are the rogues of the real estate profession.

Beware of their tactics and never allow yourself to be conned by their inflated prices, extravagant promises and unrealistic timeframes. I would like to make the point that I am not trying to be over critical of the industry I work in. There are excellent, hard working and professional agents out there. You just need to ensure you have the right advice to choose the best agent.

Mistake 09

Poor presentation

One sure way to prevent your home selling quickly and for a great price is to present it badly. In my decades in real estate, it's amazing how many homeowners I've had to convince to spend a little time, money and care to present their homes well.

If you were selling your car privately, would you clean it and polish it and make sure it looked its best? Of course you would. So much more important with an asset as valuable as your house. We're talking hundreds of thousands of dollars here! An investment of maybe just a few hundred dollars and a little time and care will be repaid to you many times over in your final selling price.

Remember that buyers are looking for something better than they already have. They're not looking for soiled carpet or dingy light fittings, or unkempt gardens, or broken tiles, or poor paintwork. Believe it or not pet owners, buyers are most definitely not looking for a musty home that smells of dog or cat! The same applies to cigarette smokers. If you're a smoker, make yourself this commitment – you will not smoke inside your house for a month before it comes onto the market and then during the selling period.

If your home is cluttered remove any personal effects and unnecessary furniture. It will feel much more spacious as many buyers have difficulty imagining their own possessions in a home that is overcrowded.

Also if the property will be vacant spend the money to have a home stylist recommend furnishings whilst it is on the market. Your property will sell so much quicker and the outlay recouped many times over.



Remember, you want to sell for an amazing price in the first 30 days

Mistake 10

Not getting a certified property valuation

Obtaining a totally independent, unbiased certified market valuation for your property is a critical component of a successful campaign. The reason this is so important is this: Once you know the right market price of your home, you can put the property for sale within the right buyer enquiry range.

This is the absolute key to selling for the best price in the optimum time.

Here's what you want: To make absolutely certain that your property has the correct range before the marketing campaign begins. Then, once you know the right price range for your home, you want to tell as many buyers as possible about your property, introducing it to them in the correct range, so that all the available 'buyer pool' inspect your home in the first weeks. That's how to create maximum interest, maximum competition and, naturally, maximum price.

Having that correct buyer enquiry range from day one also means that none of your marketing and advertising money (your investment in achieving the best price) is wasted. Nothing is a bigger waste of advertising dollars than spending the first two or more weeks advertising your property at a price that's too high. That's just throwing money away. No, you want to hit the ground running with your property marketed well, open for inspection at the right times and priced within the right range.

Only a certified market valuation can set that pricing structure correctly for you. The valuer is independent of your real estate agent and, unlike your agent, has no hidden agenda for pricing your property too high or too low. It's worth pointing out too that the vast majority of real estate agents practicing their profession in this country have absolutely no training in valuation whatsoever. On the other hand, the valuer's sole job is to provide you with a true market valuation of your property. That's their particular skill. **Your agent's skill should be as a marketer and a negotiator.**

So make sure you obtain an independent market valuation. It's the key to your success. We have negotiated a discounted fee structure with many valuers so our vendors obtain the benefit. Call us when you're ready and we will organise the valuation as part of our service.

Mistake 11

Listing with more than one selling agent

The fact is this – properties listed with two or more selling agents take twice as long to sell. Which means they're not sold within the first 30 days for the highest possible price.

Another fact – agents don't get paid until they sell your home. They're not going to put their heart and soul into working on a home that some other agent could sell, leaving them with nothing. And let me tell you that all the agents you're thinking of giving your home to feel exactly the same way. Which means, you're going to have no one totally committed to selling your home, and what about the advertising expenses? Is an agent going to want to incur advertising expenses on your behalf, only to have another agent sell the property, leaving them with an unpaid advertising bill?

Sellers list with more than one agent believing more buyers will see their property. There are only a certain amount of buyers in a marketplace. If you list with the best agent and your property is correctly promoted,

that agent attracts all the buyers so then they can negotiate with all of them to get you a top price.

Listing with more than one selling agent is a huge mistake. Don't ever make it.

Mistake 12

Giving your property to a "no sale, no fee" agent

If a reputable agent, for whatever reason, is not successful in selling your home, they will not be charging you a fee anyway. The selling commission is only payable when a sale is made.

What the "no sale, no fee" agents are trying to do is get your business and then hopefully sell your property without advertising it. That's because they have to pay for the advertising. So they'll tell you a high price to get the listing, then spend weeks trying to get you to bring the price down while they fail to market your property powerfully and effectively. Then they'll pressure you to accept the first offer they get so they don't have to pay for any more advertising! If they do manage to sell your home, the commission rate that is charged is always higher than if you paid for the advertising separately. In effect the vendors that sell, pay for the ones that don't. Either way, you lose! Beware!

Mistake 13

Appointing the agent with the lowest commission

A common error which costs sellers dearly. Let's consider what you want from your real estate agent. You want a dynamic marketer and a powerful negotiator. Your agent's negotiation skill is the key to your obtaining the very highest price a buyer can be made to pay.

If a company has a policy of charging cheap fees of 50% or less than traditional real estate agencies, do you believe the top agents would go and work where they would earn much less? Alternatively, they would need

to sell many more properties each month, so they get in and out quickly and sell your property at any price and move onto the next listing. The same agent who can only attract business by promoting and charging a cheap fee is the same person you are engaging to negotiate with your buyers to obtain a high price for your property. If an agent can only get a listing by discounting his fees and undercutting his competitors, is that who you'd want working for you? If an agent is willing to give his own money away, what is he going to do with yours?

Fact – A cheap commission fee from a cheap agent saves you nothing. It costs you plenty.

Mistake 14

The wrong commission structure

I believe that a 'flat' fee, the usual method of commission structure, is a mistake. A flat fee provides your agent with very little incentive to get you the best possible price.

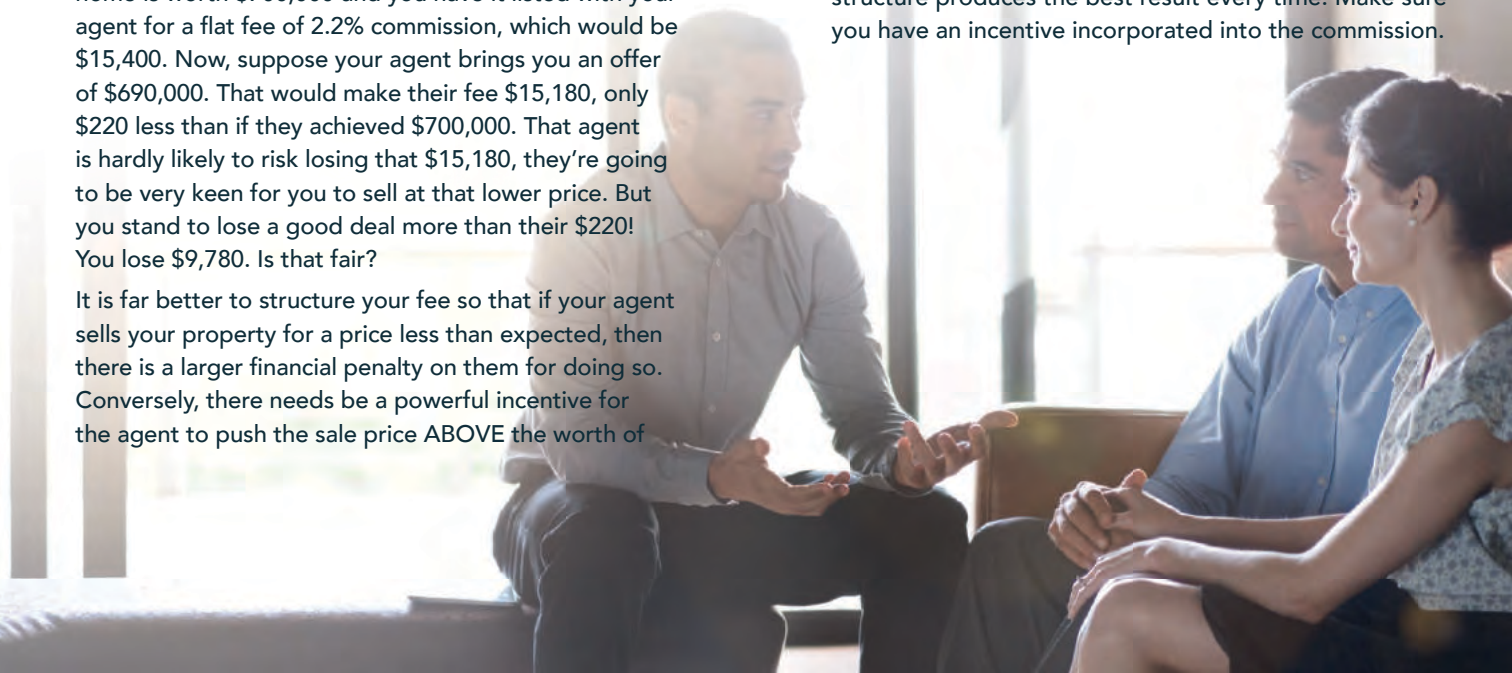
Here's an example: Commissions vary depending on the property location and median sale price. Suppose your home is worth \$700,000 and you have it listed with your agent for a flat fee of 2.2% commission, which would be \$15,400. Now, suppose your agent brings you an offer of \$690,000. That would make their fee \$15,180, only \$220 less than if they achieved \$700,000. That agent is hardly likely to risk losing that \$15,180, they're going to be very keen for you to sell at that lower price. But you stand to lose a good deal more than their \$220! You lose \$9,780. Is that fair?

It is far better to structure your fee so that if your agent sells your property for a price less than expected, then there is a larger financial penalty on them for doing so. Conversely, there needs to be a powerful incentive for the agent to push the sale price ABOVE the worth of

your property. In this instance, for example, instead of a flat rate of 2.2%, you could offer them a reduced rate of 2.0% up to \$700,000 and then 20% of everything they can get you over this.

Now, if your agent sells your property for \$690,000 they earn \$13,800, instead of the \$15,180 that they would have earned at the higher flat rate of 2.2%. However, if they can use their marketing and negotiation skills to get your selling price up to say \$710,000, their commission would now total \$16,000, a big improvement on \$13,800. Would your agent be prepared to work harder for you with that sort of incentive, do you think? You bet they would, and it would cost you nothing, because the buyer is the one paying the fee from the additional price they paid for the property. Initially a 20% incentive might sound a lot, but the total commission payable by you is just over 2.25%, which is negligible for receiving \$20,000 over the original offer.

Time and time again (virtually every time) I have seen buyers pay more than they originally offered when a skilled negotiator has a financial incentive. You want your agent to negotiate those buyers to pay the most they will pay, and the reality is that a bonus in the fee structure produces the best result every time. Make sure you have an incentive incorporated into the commission.



The old way of selling

Unless you move often, selling property is something you might do only once or twice in a lifetime. So when the time does come to move, you may not be at all familiar with the latest processes involved. It's no wonder that so many people so frequently fall into fatal real estate traps.

Some real estate agents have unfortunately played a decisive role in the evolution of an industry-wide reputation for over-promising and under-delivering. Many agents, even the very good ones, have a vested interest in marketing properties one particular way. Some will only use fixed price selling, some argue for auction exclusively, or 'by negotiation'. Some want you to allocate a big budget for marketing. Others will tell you that you don't even need a board – they have buyers galore just waiting for a home like yours!! You'll be faced with confusing and conflicting advice and be placed under tremendous stress to sign with them and to do it their way. What's right for you? Who do you trust?

The Solutions

Your independent advisor

With Ian Reid Vendor Advocates, all of these problems are solved for you. In fact, if you prefer, we can be the only people you have to deal with throughout your entire sale. As a totally independent advisor, we will sit down quietly with you and go through all of your options calmly and thoroughly. We'll discuss with you what's best for you and your personal circumstances, and then go out on your behalf and talk to the best agents in your area. We will interview those agents for you. We'll take all the pressure off you by doing all that work for you – we will sift through the conflicting advice, assess which agent is likely to be the right one for you, then report back to you so that you can make a balanced and informed decision without any of the pressure. If you feel it necessary to talk to some or all of those agents yourself, we can be right there with you as well, to steer you through all the competing advice.

As your advocate, our job is to get you the best outcome achievable.

You retain control

When you use our service, you engage us, not them, and it is we who engage the agent of your choice on your behalf. Therefore, you retain total control over the transaction at all times. Should the selected agent not meet their commitments, we may change them immediately, rather than have you tied to one particular agent and be stuck with them for a lengthy period of time. This is another unique aspect of Ian Reid Vendor Advocates.

Get a better price

We are on your side through every step of the selling process. Even when the appointed selling agent has an acceptable offer we vet it and advise you. We don't even stop there. We will contact all the prospective purchasers of your home and complete the final negotiation. Over 50% of the time we achieve a price higher than the selling agent was able to obtain and even more than the price the vendor was going to accept. If it's an auction, we're there on the day ensuring you're fully informed, your interests are being looked after and making sure you get the best possible result.

Perhaps one of the most important things for you to understand is that having our Vendor Advocate work for you will not cost you one cent extra.

Because we share the work, we also share in the commission paid to the selling agent, so there is no additional cost to you.

It is quite normal practice in the real estate industry for one agent to pay a referral fee to another, or for two agents to share the commission. Worth noting too, is that if, for any reason, there is no sale, or if you decide at any time not to sell, there will be no fee at all payable to Ian Reid.

Benefit from our experience

If you're familiar with the old saying about "Been there, done that", you'll understand the difference that our Vendor Advocates can make to your sale. Every one of our Vendor Advocates is a highly experienced real estate advisor who has worked in the industry for the large majority, if not all, of their professional careers. Some have run their own agencies, others have conducted hundreds or even thousands of auctions, and all have enhanced their skills through our unique training program and exposure to the most effective strategies in a wide variety of areas and markets.

Selecting the right method

Our vast bank of experience in maximising the results of all kinds of methods of sale, from Auction to Sale by Fixed Date and a number of alternatives, means that we are able to help you select a method that is ideally suited to your local market, your property and, most importantly, your own personal preferences. No matter which method you decide on, our first-hand market knowledge means that you are ideally placed to approach the sale of your home with a real sense of certainty and confidence.

Don't be fooled by others

We were the original Vendor Advocacy company and I ensure we remain the best. We have Australia's largest team of experienced Vendor Advocates working to help our clients, and our data base extends to over a thousand pages with details of the best selling agents we have previously used. Beware of imitators who claim they have the same procedures and can offer the same service as Ian Reid.

Comparison Chart	Agent Finder Websites	Real Estate Agents	Ian Reid Vendor Advocates
Available to meet at your home	✗	✓	▲
Independent advice on selling	✗	✗	▲
Inspect property and advise on presentation	✗	✓	▲
Interview agents at property on behalf of seller	✗	✗	▲
Arrange an independent certified property valuation	✗	✗	▲
Compare sale submissions from real estate agents	✓	✗	▲
Provide sales and marketing strategy recommendations	✗	✓	▲
Negotiate with agent on behalf of the seller	✗	✗	▲
Independent advice on choice of method of sale	✗	✗	▲
Keep selling agent on track and accountable	✗	✗	▲
Ability to change selected selling agent (not locked in)	✗	✗	▲
Negotiate with buyers without potential conflict of interest	✗	✗	▲
Support through to settlement	✗	✓	▲

Ian Reid
difference

How does it help you?



Peace of mind! Having a Vendor Advocate on your side means that the anxiety bound up with selling the family home is dramatically reduced, if not eliminated. You won't be pressured into anything. Decisions will be made in an atmosphere of calm, with all of the facts laid out in front of you, and with our decades of expertise and proven systems there to reassure and protect you.

It means you're more likely to make the right decision on the way the property is to be sold. Our total independence means that we will guide you objectively to see that the right advice is given and that your wishes are the ones that are carried out.

Ian Reid Vendor Advocates take the uncertainty out of selling your home. We do this with our unique 8-step process that has been developed over years of experience in the Real Estate industry. We are with you every step of the way to guide you through to the successful sale and settlement.

By your side, every step of our 8-step process

1 BEING INFORMED IS BEING EMPOWERED

Information gathering



Reading this booklet is a terrific start, now I recommend you have a 'face-to-face' meeting with one of our experienced Vendor Advocates, so we can find out what's most important to you and advise on what's best for your personal circumstances. We'll bring you up to speed with how the local market is performing and decide on which agents to invite to present submissions for the sale.

It's always best to call Ian Reid BEFORE you contact any agents to give you appraisals on the home. That way you can avoid the usual rat race and instead get the right advice, from the right local experts.

2 PRESENTATION

Presenting your home



To assist you with presenting your home at it's best, we'll arrange a complimentary property stylist who can help you transform your humble abode to maximise buyer appeal. They'll advise you how to make some very simple, yet powerful improvements, from basic maintenance and decluttering to rearranging your existing furniture in a way that will add space. It's amazing how a fresh set of eyes and the good counsel that comes with it can really add that 'WOW' factor.

3 AGENT PRE-SELECTION

Agent Shortlist



We hand select a shortlist of agents who not only know your suburb intimately, but are best equipped with their marketing and negotiation skills to drive the highest sale price. If you would like us to include any agents of your choice in the selection process, we are always open to including other well-regarded professionals.

We take them through your home, one-by-one, after which time they will complete our comprehensive 'Agent Submission' form detailing exactly how they'd recommend the property be sold and setting out all of the associated costs. Arranging for an independent certified property valuation here (see Mistake #10), is also critical to ensuring we have the most accurate information on what your home is worth.

4 COMPARE THE MARKET

Agent Comparison



At this stage we are comparing, contrasting, dissecting, and deliberating over the agent submissions, so we can make the right call when it comes to selecting the best strategy, agent, and pricing for your property. We'll present a comparison of the Agent Submissions, as well as the certified property valuation, and together make an informed decision on how to best put your property to market.

5 PLAN TO SUCCESS

Marketing Plan



By this stage we have a clear tailored strategy to market your home, so now it's all about the implementation. To get it right, we map out a detailed calendar which covers everything from photography and advertising approval, right through to the open for inspection dates and key campaign meetings. With this global overview in place, we're in the best position to put the plan into action, keep the agent accountable and sell within the ideal 30-day period.

6 ALWAYS STAY INFORMED

Communication



Fluid communication is the key to ensuring that everything runs like a finely tuned machine. We keep you fully informed every step of the way. All communication is comprehensive, consistent and crystal clear. We provide you with weekly written reports on your campaign, including a summary of buyer activity and advertising analytics, which in turn keeps everyone on track. Support and advice is on-going, so we're proactively working towards the ultimate outcome.

7 SECURING TOP PRICE

Buyer Negotiations



If you want a stunning sale price, then it's essential to have a seasoned negotiator in your corner. Ian Reid Vendor Advocates have handled thousands of home sales, we've got the 'final-negotiation' down to something of a fine art. By handling the negotiations directly with the purchaser, on your behalf, we're able to avoid the potential conflicts of interest that agents can have with buyers. Eliminating this doubt and following a proven process, means you will walk away with more.

8 IT'S NOT OVER TILL ITS OVER

Support to Settlement



Long after the Contract is signed and your property is officially sold, we're still there, helping you right through the settlement process. We even have a division called, 'Ian Reid Moving Services', which will help you organise pre-settlement cleaning, arrange removalist quotes, and even sort out the disconnection of power. Indeed, it isn't over 'til you're over the moon.

We know real estate like no one else does.

Wherever you live – the city, the suburbs,
coastal or country – Ian Reid Vendor
Advocates take the uncertainty out of
selling your home.

**Our proven
track record**

1,000+
real estate
agents
managed

250+
years of
combined
advocate
experience

10,000+
sellers
advised




Summary

I'd like to thank you for taking the time to read this booklet. It was designed to help you avoid the costly mistakes most often made by home sellers and put before you the benefits of using Ian Reid Vendor Advocates when selling your home. I hope what you have learned has been both informative and helpful. As they say, knowledge is power, and I firmly believe that, armed with the powerful information in this book, you will be much better equipped to tackle the challenge of selling.

There are many pitfalls, and, believe me, it's not just vendors who fall into them. Agents make lots of mistakes as well, even unknowingly. This entire booklet has been designed to help home sellers avoid making those costly mistakes. I encourage you to re-read and reflect on the information you have just learned.

Please contact us when you want to sell and we'll arrange a completely obligation-free, face-to-face discussion of your real estate needs, whatever they may be. We are always pleased to be of assistance.



Ian Reid

Now you know about the benefits of using our service, you may know someone else wanting to sell. We appreciate referrals and give a \$200 gift voucher to everyone who mentions our company to another person who uses our service and we sell their home.



Thank you Ian Reid

“ We could not be more pleased or grateful that we chose to use Ian Reid Vendor Advocates. We received excellent service and a selling price way above our expectations. It has now enabled us to realise our dream and buy a house in Queensland. It met every need and more that our combined family required.”

Kerry and Stephen Murphy

“ Being the first time I have sold property, I am so glad I made the decision to go with Ian Reid Vendor Advocates. It has made the whole process stress-free and enjoyable. The way our Advocate facilitated the whole process from start to finish was A+ ”

Allan Taylor

“ What I thought would be an arduous task was made so much easier due to your professionalism; your communication during the agent selection process and marketing kept me fully informed and certainly made this a positive experience. You displayed the highest level of skill, integrity, humour and knowledge of my local market, which lead to a fantastic outcome in a short period of time.”

Lynton Raines

“ Contacting Ian Reid Vendor Advocates was the best move we made when gearing up to sell our house of 36 years. The advice about presentation, and how to spend time and money in preparing the property was invaluable. We still found parts of the process quite stressful, but cannot imagine how much worse this would have been without our Advocate.”

Christine and Stan Mitchell

“ Thank you so much for your support and experience in helping us during the successful sale of our home. The selection of the agent and monitoring of the sales process was first class. Your calm support and guidance on auction day was invaluable. We have no hesitation in recommending Ian Reid Vendor Advocates to anyone considering selling their home.”

Stuart and Di McDonald

“ Thank you for always making yourself available to us, you provided exceptional service. We truly believe that we would not have achieved such a high price for our property without your brilliant negotiation skills.”

Glenda and David Lemish



Ian Reid

Vendor Advocates

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