



12 May 2008

### **ROUND 'EM UP, HEAD 'EM OUT**

*"The quickest way to double your money is to fold it over and put it back into your pocket." - anonymous*

G'day there,

Whilst the header for this Newsletter came straight from the westerns (yes, I am a great John Wayne fan but that is for another day), it also holds much relevance for many, many agents who are today engaged in running real estate auctions.

What is the most asked question I am now getting since the market has had a hiccup and burp?

"How do I get buyers to the auction and then, how do I get them to bid?"

My answer is normally in a couple of parts but my first question always is "how well do you know them?"

Invariably there is a pregnant pause whilst they think about it and therein lies the root problem. We have become too accustomed, in the "good days", of assuming buyers will turn up and lift their finger.

Today I would ask - "why should they?"

I don't care where you work from and what area you live in, I'll bet London to a brick that buyers in your area, in any price bracket you like to name, have oodles of homes to choose from so why should they bust a gut to buy yours, especially if you have no rapport with them.

How do you get that rapport - easy, talk to them and offer them service that *they value* and not necessarily what you think fits your time frame or schedule.

So that is part of the answer.

The other part is, once you have them in your *zone of influence*, as I call it, keep them there - round 'em up - and make sure they are there at the auction to bid.

How?

By knowing what buttons to press, all of which you should have found out during the auction campaign.

Just how that is done we spend a lot of time on in our *From Signup to Sale* one day auction skills course and which you can either come to , or if the numbers are there, we can bring to you.

Whilst I believe the economy still has some downside to come, for those who can get their head around just what auctions can, and will, offer you this year, they are fertile times indeed ahead.

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Carpe diem

Tony

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