



31 July 2008

### ***THE THEOLOGY OF SELLING REAL ESTATE***

*"Insanity. It is doing the same thing over and over again and expecting different results" - Albert Einstein*

G'day there,

Fear not for this is not a burst from the Bible, Torah or Koran but merely an observation of what happens when real estate people, inadvertently in most cases, try and play God.

In the real world of today, many, many people are under stress and our industry is not immune from it as many agents and Principals are questioning their profitability and indeed, future within the industry.

However, that is all the negative side for I believe that an agent/agency that has their "head space" in the right place, can actually build a more solid and profitable business in these conditions than at any other time.

So what gives that "head space"?

Firstly, don't try and play God and bring the market to the vendors expectations or wants. "T'ain't gunna happen" as they say and of late I have seen a whole stack of agents, selling by both auction and private treaty, crucify sales by telling the market what "they" should pay.

As an avowed marketer, I have learned over the last 43 years of selling that there is bugger all I can do to change the market. What I do know, however, is if I can deliver the market honestly and as accurately as I can, and give my vendor the very best of service, that I will sell around 85-90% of my auctions within agency.

Where "we" come unstuck is that we actually jump the net onto the other side (the vendors) of the court and through the osmosis of being aware of their financial, emotional and maybe marital frailty, we actually become a quasi-vendor and when that happens, it's "all over Red Rover".

That is not to say that we should not have empathy with their circumstances. In fact, far from it but the best way we can help deliver them from the financial aspects of whatever is the trouble is to get the very best market price we can and then let them decide whether to accept it or not.

I am realist to know that a certain percentage will not accept that figure and with the economic horizon looking rather dark, they will probably be able to reflect back and somewhere down the track rue the opportunity that they missed.

I wrote earlier:-

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This is the basis for our one day ***From Signup to Sale*** auction marketing skills course and which is based on practical knowledge and experience and is not some "airy fairy" theoretical exercise.

If you are fair dinkum about wanting to not only survive but grow over the next 18 months, I am happy to stand by the testimonials we have from agents "out there" who have done that after attending.

Carpe diem

Tony

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