



WHAT SAILS DOES YOUR "SALES BOAT" CARRY ?

"My thoughts on the (Sydney) eastern suburbs markets is maybe they have continued to have the hot market due to the agents staying on course with the auction boat and have navigated the storm better than the windless sails of the private treaty boats?" - a comment emailed to me by an agent

G'day there,

For anyone who sails, especially offshore, one of the crucial decisions you make constantly is "what amount of sail do I carry in these conditions?"

Do I reef the main and haul in the jib a tad or do I let it all "hang out" and belt along with the leeward rail under water?

You, as a person involved in real estate selling, make similar decisions all the time, albeit not about sail canvas but your own time management and activities and I think the point that Andrew raised, and which I have used above, has much truth to it.

Certainly it can be argued, with much validity, that Sydney's eastern suburbs, with their superior public transport infrastructure and close proximity to both the CBD and magnificent beaches does much to attract buyer interest but having said that, it is not surprising to find that there are more auctions run in that part of Sydney than anywhere else.

The real estate market right across Australia, New Zealand and the USA is under a storm so what sails, if any, do we raise?

Do we reduce sail and limp along? Maybe even take all sail off and lie "hove to" where the only movement is a gentle sideways motion of our boat?

Certainly that is the safest but as it loses all forward momentum - the question is - can our boat (read business) afford that without foundering?

My guess is, in the majority of cases, a resonant "No" for the majority are caught in a cost structure that was created in the boom early 2000's so our only choice is to be moving ahead as fast as possible.

Here is where the all- important "days on market" come into play and as I have mentioned many, many times, these are the barometer or heart of your business.

Once those DOM's start sneaking out, start looking at the sails/sales!

The longer it takes to sell a property, the less NETT income you get, for the weekly/monthly expenses bills still keep ticking over without the benefit of a solid commission led cash flow.

How to you get or keep those DOM's as low as possible?

AUCTION

With a properly run auction campaign and those "auction sails" hoisted, you

With a properly run auction campaign and those auction sails hoisted, you know you will be getting activity for three or four weeks (depending on the length of the campaign) and that you will be forging ahead of those who have either taken the sails off or, as Andrew made the comment, are sailing with "the windless sails of the private treaty boat".

As an observation, having done my time in storms at sea and where I had fervently made deals with God to do whatever He wished if he got me ashore safely, I can assure you that you are not involved in flash manoeuvres. It is a case of not panicking and doing the basics such as winch handling, trimming what sails are up, keeping an eye on the state of the sea and if you happen to be on cooking roster, making sure the food is basic and cooked fast!

Storms in real estate markets are no different for unless we do the basics right, and have the discipline to keep doing them (and which is not as easy at it sounds), then our auction boat WILL LOSE WAY and we will lose both income and profile.

In our one day ***From Signup to Sale*** auction marketing skills course, we take you through these basics. To read more on what the course contains, simply click on the hyperlink above.

Happy sale-ing , make sure you have the right sails hoisted and I look forward to seeing you at one of our courses or sessions.

Carpe diem

Tony

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