



7 March 2008

### ***WHY WOULD YOU LIST NOW?***

***“Our thinking and our behaviour are always in anticipation of a response. It is therefore fear based” - Deepak Chopra, Indian author and physician***

G'day there,

It is patently obvious conducting auctions this week that after the RBA's lift in interest rates, it's a whole new ball game out there.

In talking to many agents who are having real trouble adjusting to buyers thinking, and vendors motives for selling, I constantly ask the lead line question - "why would you list your home for sale now if you didn't want to sell?"

Given the enormously wide publicity given not only current, but also future trends, I doubt if there is a vendor in the land who would throw anywhere between one and ten thousand dollars at an auction campaign to "see how we go"!

Therefore, I also ask "why do we then half do auction campaigns and not tell the vendor the truth?"

Much of the answer lies in what Deepak Chopra has written above. We are simply scared that the vendor will "go off" and not wishing to face that, we water down buyer opinion of value to gain a more temperate attitude from the vendor.

In what is a similar reaction to when you wear a dark suit and wet your pants, it gives you a warm feeling but nobody notices - especially the vendor and yet we are prepared to waste a month of our most valuable commodity, time itself, in that auction campaign!!

Quite frankly, the way the market and financial climate is shaping, irrespective of whether your vendor is a battler or mega rich, if they have decided to either go for auction or private treaty sale, they need to be told the truth.

The salient point here is that, because there is a definite time limit on an auction campaign, it is far, far easier to do with an auction than a private treaty listing.

Not sure on that point? I would invite you to attend one of our **From Signup to Sale** courses and get the drum on what should be happening.

As I have written before, 2008 can be your best year ever in real estate but that won't happen unless you have an active auction component in your business.

Carpe diem

Tony

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