

JONNNY NICHOLLS

TOP 1% HARCOURTS AGENTS INTERNATIONALLY*



HOW TO MAXIMISE YOUR SALE PRICE WHEN SELLING

As the market goes from nuts to normal, here are a few areas that will be critical in extracting the most money from the market place, for what is often your largest asset.

1. GO BIG ON BRAND & AVOID THE CHEAP AGENCIES.

Traditionally when the market becomes more difficult, Harcourts market share grows, as Cantabrians rely on the large networks like us to put deals together. Anyone can sell a house, but not everyone can extract the best price. Want to go with a low commission agency while also extracting a premium? Forget it. As a home owner, you need to work out this: what is going to hurt you more? Overinvesting by \$5,000 in the commission, or under selling by \$50,000? List with an agency whose going to bring value to the transaction and not bid for your business from day one.

2. GO VIDEO. GO DIGITAL. BUT PLEASE, GO PRINT!

You're reading this newspaper right now, so perhaps I'm already talking to the converted. However, never has it been more important to back your digital campaign, with a strong print campaign. We sold 1 in 5 homes last year to out of town buyers and print helps to enable this. Buyers are willing to compromise on location to get the right product. Read that again.

Out of town buyers fly in for 48 hours and fly out, solely focusing on houses for that period. They pick up the press, they pick up the blue book. "Look John, the perfect product." "Yes Wendy, but wrong location". Before you know it, John and Wendy have compromised on the location and they're in the auction rooms bidding. You cannot replicate this on digital platforms, as they're search engine specific and their locations are pre-set on the real estate portals, particularly for out of towners who don't know our suburbs well.

3. EMPLOY A FULL TIME AGENT, NOT A PART TIME AGENT.

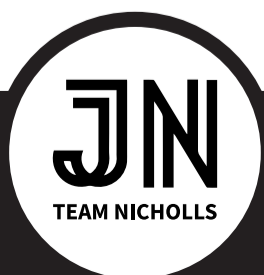
Gone are the days of the agent who takes photos, puts the home on two real estate portals and hopes the phone will ring, relying on a couple thousand online views to get a deal done. We now live in a world where you can reach hundreds of thousands of buyers worldwide in real time. Hire someone who can create phenomenal reach, who already has a large buyer pool and who can negotiate a premium. The difference between a good negotiator and a great negotiator can be 10% of your sale price. Besides, is there anything worse than negotiating with your agent over the phone, with the crisp clear sound of a ball being driven off the tee block in the background? Sounds part time to me!

4. TIMING IS EVERYTHING

Now, I know every agent always says it's a good time to sell, but here are the facts. Soon we will see more of a fear around overpaying than fear of missing out, but not yet. Listings are up 7% on this time last year and prices are up 25% (contrary to what the media is putting out, which is largely Auckland focused). Until rates hike and supply increases dramatically, we will continue to sit in a beautiful spot in the New Zealand market, where buying 2 for the price of 1 (compared to our friends up North) is a reality. Traditionally when there is talk of rates rising, the astute home owner trades up or trades down in the same market, locking in a lower rate while they can. This makes so much sense, all whilst the buyers are still at large.

**IF YOU'RE LOOKING FOR A SIGN, PERHAPS THIS IS IT?
CALL ME FOR A NO-OBLIGATION MARKET APPRAISAL OF
YOUR HOME TODAY.**

*2020/2021



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