

Trust your agent

If you don't trust the agent, don't use them. Before you choose your agent, ask many questions, check references, test their negotiations skills and make sure you are comfortable with the salesperson.

Advertising

Make sure its not your money. Many agents advertise to promote themselves and not your home. Home sellers are often pressured to pay thousands of dollars for advertising. This is a needless expense. Never pay money in advance for any advertising.

The highest quote

Be very careful that you do not choose the agent who tells you the biggest lie about the sales price of your property. This is called "buying your business". And it is a common trick in the industry.

Selecting a Cheap Agent

Be careful choosing an agent based purely on their fees. If agents give their money away what do you think they will do with your money? Good negotiators rarely give big discounts on their selling fees.

Auctions

There can be no doubt that auctions get high prices but do they get the highest price? A better alternative to auction is to negotiate privately using the buyer's Price Declaration. This means that no party is privy to another party's offer and each party must offer his or her highest price without being influenced by what somebody else may have offered.

Negotiation Skills

Negotiation skills are vital to ensuring you get the highest possible price. There are several Principals of Real Estate Negotiation. Ask an agent to quote some to you. A good negotiator can easily create up to an extra ten percent on your selling price.

Using a Bait Price

Never use an agent who uses a low false price to 'bait' buyers, If you use a price range or a 'by negotiation' you are encouraging buyers to offer you less. Sure a low price may attract more buyers but it attracts the wrong buyers. The lowest price the buyers see will become the highest price the will want to pay.

Ignoring Early Buyers

The buyers you reject when your home is first placed for sale may be the buyers prepared to pay the best price. The number of buyers for your home usually gets lower , not higher, as time goes on. And your price will often get lower too.