

HOW DO I CHOOSE AN ESTATE AGENT?

See CKP's advice on how to choose the right estate agent.



HOW TO CHOOSE AN ESTATE AGENT TO SELL YOUR PROPERTY.

Your choice of an estate agent can make a big difference to the price your property sells for. Research in other countries shows that a good estate agent can add 5% or more to the selling price. On the flip side, a poor estate agent can be a nightmare, causing untold stress. It is not unusual for asking prices to be reduced by 5%, 10% or more before they can find a buyer. So how can you pick the right one?

When comparing agencies please bear the following in mind...

- 1. The most important figure is the selling price.*
- 2. The agent is not the buyer. They cannot promise a specific selling price. Over-valuing your property is proven to result in a slower sales process, fewer viewers, unnecessary stress, and a lower selling price. Over-priced properties are more likely to be withdrawn from the market unsold.*
- 3. The valuation figure should be based on all recent sales of similar properties in your area. A professional agent should be able to validate this figure with comparable sales data. Every agency should give a similar valuation figure. The asking price should be in line with this guidance, otherwise, you risk turning off prospective buyers. The asking price only represents the starting point. The selling price is the meaningful money in your pocket.*
- 4. When you are selling an asset worth many times your annual income you want the best agent, not the cheapest. There could be a difference of 10% in selling price between a top agent and a poor agent. Saving a small fraction of this on estate agents fees is a false economy.*
- 5. In the internet age buyers find the properties for sale on both Daft.ie and MyHome.ie. Finding an agency with a large client base or a local presence is far less significant than it was in previous generations. Your objective is to find the best agent, not necessarily the local specialist or the largest agency.*

IF YOU ARE NOT CHOOSING ON THE BASIS OF THE VALUATION FIGURE, THE COMMISSION RATE OR THE GUIDE PRICE – HOW DO YOU CHOOSE?

1. Recommendations. Do you know anyone who has used this agency as a buyer or a seller?
2. Reviews and testimonials - especially client posted ones on public platforms like Facebook, Google and LinkedIn, where you can see the identity of the client.
3. Look at the properties currently on the market with them. How well are they marketed? Are the photos and video tours top class? Do they have floorplans and site-plans? Is the description appealing? Is there sufficient detail? What is the look and feel? Do they just list features or do they create an image? Are there any obvious fallacies?
4. Look at the agent's LinkedIn profile, to see their background, training and experience. If they do not have a full work history, steer clear. You want an agent who is honest and transparent, good at building trust.
5. Are they members of a professional body? You should only choose an agent who is a member of IPAV or SCSi and who advertises their PSRA licence number on all materials.
6. View properties with the top two or three agents on your shortlist, before talking with them about selling. If you like the way they do viewings and follow up with viewers, then set up a sales consultation.
7. What is your personal impression? Do they care? Are they good listeners? Do you think they will do an outstanding job?



THINGS TO CONSIDER...

Who will be conducting the viewings and meeting the buyers?

In smaller independent agents this is usually the person who meets prospective sellers. But in the larger brand name agencies you are meeting a partner who will then assign your property to an employee.

How experienced is the agent who will actually be present at the viewings and handling the sale?

How good are they at taking and returning phone calls and emails?

How professional is the agent and their marketing materials?

How well do they engage with prospective buyers in person?



GET IN TOUCH WITH CKP

Selling your home is time-consuming and can be emotionally difficult, particularly if you are working and have little time to devote to selling your home. As a professional negotiator and sales agent we understand the signals of buyers and can help guide you during this process to make it as frictionless and also at the same time get the optimum selling price.

CKP is here to help you. We're experts in the **South Dublin Market** so get onto us and let us know how we can help you!

We understand how challenging selling your home can be and we strive to provide you with excellent service. Reach out to us at enquiries@ckp.ie or call us at **01 288 3688**.

