



# QUESTIONS YOU MUST ASK ESTATE AGENTS

## TO TEST THEIR **ABILITY**

TO SELL YOUR HOME FOR  
**THE HIGHEST POSSIBLE PRICE!**

1. ARE YOU **THE BEST AGENT** TO SELL OUR HOME? IF YES, WHY?
2. HAVE YOU EVER **READ A BOOK ON NEGOTIATION**? IF YES, WHICH BOOK AND WHAT DID YOU LEARN THAT WILL HELP US?
3. HOW DO YOU PLAN TO GET US **A BETTER PRICE** THAN OTHER AGENTS?
4. **WHICH IS MORE IMPORTANT** TO YOU: THE LOWEST PRICE WE WILL ACCEPT AS SELLERS OR THE HIGHEST PRICE THAT BUYERS WILL PAY?
5. HOW DO YOU **DISCOVER THE HIGHEST PRICE** BUYERS WILL PAY?
6. IF YOU RECOMMEND PUBLIC AUCTION, HOW DO YOU MAKE SURE THAT **BUYERS OFFER THE HIGHEST PRICE** THEY ARE WILLING TO PAY?
7. DO YOU HAVE ANY **QUALIFICATIONS** IN REAL ESTATE NEGOTIATION?

Questions by **Neil Jenman**,  
Australia's trusted real estate consumer advocate;  
author of ***Real Estate Mistakes***.

For more information, visit [www.jenman.com.au](http://www.jenman.com.au),  
OR call **1800 1800 18** or email Neil Jenman on  
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Neil Jenman

# DON'T BE UNDERSOLD!

Every dollar is vitally important.

My extensive research, which has been conducted over many years, reveals that a staggering **88% OF HOMES ARE UNDERSOLD** – and by an average of a **HUGE \$67,000 EACH!**

**FACT:** Most people lose a large amount of money when they sell their homes.

The bigger the price, the bigger the loss. In the more expensive areas, it's not uncommon for homes to be **UNDERSOLD by HUNDREDS OF THOUSANDS OF DOLLARS!**

It does NOT have to be this way! There is a **solution**. Hire a skilled negotiator.

Most sellers never realise they have undersold. Indeed, many *think* they got the best price. This is especially true with auctions which, while often selling for a *higher* price than expected, seldom sell for the **HIGHEST PRICE** that the highest bidders were willing to pay.

See '**How Auctions Kill the Highest Price**' on [www.jenman.com.au](http://www.jenman.com.au). If you're planning on selling by Public Auction, it's a **MUST-READ** before you choose your agent.

When hiring an agent, most home-sellers focus on two figures quoted by agents – first, the home's likely selling price (which is often inflated by agents to entice sellers to "sign-up"). And, the second factor that influences most sellers is the amount of the agent's commission.

## How Auctions Kill the Highest Price And how buyers save tens of thousands of dollars!

By Neil Jenman

Many people do not understand the benefits of public auctions. They are often misled by agents who claim that public auctions are the best way to sell a home. In fact, public auctions are often the worst way to sell a home. This is because public auctions are often held at a price that is significantly below the market value of the property. This means that the seller is often forced to accept a lower price than they would have received if they had sold the property privately. In addition, public auctions are often held at a time when the market is slow, which means that the seller is often forced to wait a long time before the property is sold. This can be a significant financial burden for the seller. Finally, public auctions are often held at a time when the market is slow, which means that the seller is often forced to wait a long time before the property is sold. This can be a significant financial burden for the seller.



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The greatest cost of hiring an agent, however, is *not their fee*, it's their *incompetence* in not being able to negotiate the HIGHEST PRICE. A fee of \$10,000 may seem cheap, but not if your home is **undersold** by \$67,000.

Better to pay \$20,000 and get that EXTRA \$67,000!

It's obvious: The *most important factor* you need when hiring an agent to sell your home is **NEGOTIATING ABILITY**. And no, negotiating does not mean going back and forth between buyer and seller relaying different offers. An agent who is a skilled negotiator *discovers the highest price that buyers will pay*, whereas most agents focus on the *lowest price* that sellers will accept (at auction it's called "the reserve). You should never tell agents the lowest you will accept, otherwise that's likely to be the highest you ever get.

If you are not highly impressed with how the agent answers the 7 questions on the front of this booklet, do NOT sign-up with them. Wait until you find an agent who *is* a skilled negotiator. It will almost certainly mean **TENS OF THOUSANDS OF DOLLARS EXTRA FOR YOU** if you hire a highly skilled negotiator rather than a typical agent.

If you have any questions about any aspect of the sale of your home, please email me on [neilj@jenman.com.au](mailto:neilj@jenman.com.au). I will always reply to you as fast as I can.

Thank you for reading this booklet. I am *certain* that it will mean **MANY THOUSANDS OF DOLLARS EXTRA FOR YOU** when you sell your most valuable asset, your family home.

*Neil Jenman.*

**"The most important factor you need when hiring an agent to sell your home is NEGOTIATING ABILITY."**

Questions prepared by **Neil Jenman**, Australia's trusted real estate consumer advocate and author of Australia's best-selling real estate book, ***Real Estate Mistakes***. For more information, visit [www.jenman.com.au](http://www.jenman.com.au) or call **1800 1800 18** or email Neil Jenman on [neilj@jenman.com.au](mailto:neilj@jenman.com.au).



# WARNING

## TO ALL HOME-SELLERS!

NOTHING IS MORE IMPORTANT  
THAN GETTING THE HIGHEST PRICE  
AND

## NOTHING IS MORE CRUCIAL THAN HIRING A SKILLED NEGOTIATOR AS YOUR AGENT!

If you'd like more details about the importance of negotiation in selling your home, be sure to get a copy of Neil Jenman's *42 RULES OF MODERN REAL ESTATE NEGOTIATION*.

Available as a hard-copy booklet by calling 1800 1800 18 or electronically by going to [www.jenman.com.au](http://www.jenman.com.au) and clicking the icon.

To find an agent who is likely to be a skilled real estate negotiator, please call **1800 1800 18** or visit [www.FindAnAgentYouCanTrust.com.au](http://www.FindAnAgentYouCanTrust.com.au).

If you received this booklet from an agent, obviously that agent should have high negotiation skills. Still, **ALWAYS ASK THE 7 QUESTIONS** and do NOT give any agent your home unless you are highly impressed by the answers you are given.

