

'West' – 15 January 2011

## YRUTH, NOTHING BUT THE TRUTH

Two of the greatest 'one-liners' which arouse, stimulate and really gets the juices flowing with buyers are "DECEASED ESTATE" & "MORTGAGEE SALE"!

These two phrases conjure such emotively charged thoughts in the minds of buyers... The very hint of gaining an advantage over another's demise is an enormous shot in the arm of motivation and will ensure bidders & buyers of the like attend your auction and actively compete to purchase...typically culminating in a winning result!

The quandary is you cannot falsely advertise...and as banks no longer allow Agents to promote a Mortgagee Sale as such and unless one of you are prepared to make a sacrifice to take your property to the market to stimulate interest with 'Deceased Estate', we need to tell them the truth!

One of the first questions a buyer asks the Agent when he or she walks through the door of a property is "Why are they selling?" What's wrong with telling them the truth, I say! Surely no one in their right mind would have their property on the market for fun, or to fly a kite? Let alone an agent investing their own time on a "never going to sell" listing!

Surely in today's world, every Seller in the land is selling for a genuine reason... Let people know you're genuine about selling, tell them clearly! Let them know you want to talk turkey!! If you're selling because the team has left home and the house is too big, let them know! e.g.: "HOUSE TOO LARGE TO MAINTAIN-MUST DOWNSIZE NOW!" If you've purchased elsewhere, let them know! e.g.: "SELLER HAS MOVED ON EMOTIONALLY TO THEIR NEW HOME AND WISHES TO DEAL NOW!" or "SELLER PURCHASED ELSEWHERE & DOES NOT REQUIRE 2 HOMES!"

I recall clients who at one time, whom were separating due to...'none of my business!' I thought the perfect leading line would have been, "SELLERS GETTING DIVORCED!" This would have certainly fed the greed...however discussing this with the Sellers at the time we agreed on "DECEASED ESTATE, MORTGAGEE SALE, CALL IT WHAT YOU WILL...THIS PROPERTY MUST BE SOLD!" As it turned out, this was the perfect line... At the first Open for Inspection, there was one minor vehicle accident out the front on the street with two of the buyers, complete vehicle congestion with some frustrated buyers just parking their cars almost in the middle of the road and walking into the property asking "Where can we make an offer being a deceased estate? I guess the owners aren't around..!" Needless to say this property sold 3 weeks later at auction for a resounding price with about 6-7 bidders actively competing!

So it goes to show...throw out the berley, feed the greed, let them know you're dinkum about selling... It's hard to sell a secret! And while you're at it, consider the Auction process, because when you remove price...***they all come along!***

**Tom Esze is the current REIWA State Auctioneering Champion**

ENDS.