

'West' – 16 April 2011

## **VALUE IN AUCTIONS**

*Mrs Joseph from Mount Lawley has written in to ask, "I've just moved into an aged care retirement facility and need to sell my home within three months. Everyone I speak to suggests the market is very slow and two of my friends in the village had to pay extra fees because one of them took 7 months to sell their home and the other just under a year...Should I auction it?"*

Thank you for your question Mrs Joseph! Your friends issues were not uncommon stories within the market place...in fact the stress of not selling within a reasonable time frame was more costly than the fees imposed by the village!

In summation Auction is the true test! The only conclusive reason for a property not selling within a sensible period of time is price... Estate Agents are NOT the gatekeepers of price...the market place is! As Agents, we just give "opinions"....and you know what they say about opinions! The people signing the cheque to purchase the property are the true indicator of price! Unfortunately most sellers list with the Agent who dishes out the highest price when the appraisals come in. After 3 months or so of hammering the property on the market place, the interest level has waned to nothing, the property has lost momentum and so has the Agent! You're frustrated and compelled to either extend the listing with the current Agent or go through the process of appointing another...All this equates to is a pain in the neck and an abundance of lost opportunity!

I certainly do grant it not being an easy job to determine market value in this market, but as Agents, it really isn't their role to determine market value (that's the job of a Valuer). Their role is to deliver to you the premium buyer...the one who will pay the most, within a fair & reasonable time frame!

The Auction method of sale will give you the result of obtaining "Market Value", wherever that is these days... A 4 weekend marketing campaign will give you the feedback on price, the property won't be on the market for very long keeping it fresh and of interest. You will be able to secure a buyer and have the settlement of your new place of residence and the family home made jointly!

Should you have a question regarding auctions, please email me at [bookings@tomeszeauctions.com](mailto:bookings@tomeszeauctions.com)

**Tom Esze is the 2010 REIWA State Auctioneering Champion**

**ENDS**