

## How to deal when other agents approach

**It's very common once your house hits the market to suddenly find that all the agents in the district are your newest friends. Your agent should prepare you for the onslaught.**

Be prepared to have your mailbox bombarded with everything that's for sale in the area.

Agents may even ring you, and say, "I've noticed the sign board, I have a buyer for your property. My marketing rates are cheaper. You should go with me".

Agents do this hoping to either sell you another property or to try and get your listing because they're looking for another property to sell. Contacting vendors is a common way for agents, especially brand new agents, to get new leads and listings.

If another agent rings you and says, "We have a buyer for your property. What would you accept?" and you give a figure less than what your agent has been giving other people, you may miss out.

The other agent is looking for cracks. Suddenly the offer that could have come in \$20,000 or \$30,000 above is coming in at \$30,000 below because your agent didn't have that conversation. A good agent adds value and extracts the best price from the right process.

Remember that the way that technology works now, no agent really owns a particular buyer. Most buyers are seeing the property on realestate.com.au or domain.com.au or in the newspaper and they will normally directly approach the agent if it's the right property or the right fit for them.



The only situation where another agent would have a genuine buyer who's truly loyal to them is when they're either a past seller or a personal family friend. In such cases, most agents normally have what's called a 'conjunction arrangement' anyway so your agent could say, "Not to worry, come on through. If your buyer buys it, we'll give you a percentage of the commission".

In all cases, let your agent deal with them. As soon as another agent contacts you via phone or letter, let your agent know that you're getting these letters or phone calls. That's what you are paying her or him for.

It's very important to keep your own property matters quite confidential between just you and your agent who is the one point of information out to the marketplace. This is the way to ensure maximum price.

