

SOUTHWELL

PROPERTY

SALES GUIDE

How to Choose the Right Real Estate Agent

Selling your property is a major financial decision. The right agent can mean tens of thousands of dollars difference in your final sale price.

Here's how to choose wisely:

1. PROVEN LOCAL RESULTS

Ask:

- What is your average days on market?
- How does that compare to the suburb average?

An agent should confidently show data – not just promises.

2. ACCURATE PRICING STRATEGY

Overpricing leads to:

- Extended days on market
- Price reductions
- Reduced buyer interest
- Weaker final outcomes

Underpricing can leave money on the table.

Ask:

- How do you determine my price guide?

The best agents price strategically from day one.

3. MARKETING THAT CREATES COMPETITION

Strong marketing should include:

- Professional photography
- Social media promotion
- Professional copywriter
- Video
- Database marketing
- Multi channelled advertising

Ask to see examples of recent campaigns.

4. NEGOTIATION SKILLS

This is where the real money is made.

Your agent should:

- Create urgency
- Manage buyer emotion
- Handle objections confidently
- Control the process

Ask:

- How do you handle multiple offers?
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5. COMMUNICATION & TRANSPARENCY

You deserve:

- Regular feedback
- Honest conversations
- Clear next steps
- Weekly reporting

A good agent doesn't disappear after listing.

6. PROCESS & SYSTEMS

Selling isn't luck — it's process.

Ask:

- What happens from listing to settlement?
- How do you manage buyer follow-up?
- What systems ensure no buyer is missed?

The best agents have repeatable systems that deliver consistent results.

Final Thought

At Southwell Property, we focus on strategy over guesswork — because selling well isn't accidental. It's intentional.

CHOOSE AN AGENT WHO:

- ✓ Prices Correctly
- ✓ Markets Strategically
- ✓ Negotiates Confidently
- ✓ Communicates Clearly

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