



Why use a TOP Real Estate Agent?

What separates the **BEST** from the **REST**



Selling with a Top Local Agent could save you Tens of Thousands of dollars

For the majority of New Zealanders, a home will be the most expensive asset they own, and likewise the most important purchase and sale they make. When you sell your property one thing is for sure, and that is - you usually have very little control over the outcome... or do you?

Well actually you can put the odds in your favour to give yourself the best chance of sales success, and you guessed it, this is by ensuring you're using a **TOP PERFORMING** agent to sell your home.

We have seen time and time again that the top 10% of agents constantly outperform the rest, and it makes sense right? Well of course it does, like any other profession out there.

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Let me ask you this, would you be happier to know that a novice and relatively inexperienced builder was building your new home? Or would you be much more comfortable using a highly qualified builder who has say 10 years' experience in the trade?

Well that is easy. The top performing builder has fine-tuned his skills, learnt valuable lessons from years of experience, has a solid track record and has been through most of the possible setbacks you could expect. It is a no-brainer right?

We think choosing the real estate agent is just as important as choosing the right builder, the right doctor, the right teacher and so on... and you know what, the real difference is that a top agent will not cost you any more than a novice agent would – Wow that's a first!

“The agents they recommended were easy to deal with and achieved our asking price within five days. We would have no hesitation in recommending Find My Agent to any vendors.”

Alison & George - Auckland

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TOP AGENTS ARE MORE LIKELY TO...

- Spot potential problems that may hinder a sale
 - Market your property effectively
 - Have experience selling in any market
 - Have a consistent track record of sales
 - Have the 'Ducks in a row' before launch
 - Already have qualified buyers ready
 - Have a strong professional network
 - Get help from other agents.
- Have better knowledge of industry Rules and Regulations.
 - Best handle early offers and fast sales
 - Negotiate effectively in your interests
 - Achieve a higher sale price

"We did check out a couple of other agents and selling methods, but Bobbie and her team were definitely the ones for us. Thank you very much for your help finding the best agent to sell our property!"

Carla - Hamilton

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Let's explain these points in more detail...

Top Real Estate agents are more likely to...

Spot potential problems that may hinder a sale.

Top real estate agents have the experience to identify and handle any potential problems early on that may hinder the sale, for example no code of compliance in place.

Top Real Estate agents are more likely to...

Market your property effectively.

A top agent will be knowledgeable about how to get maximum exposure of your property to potential buyers – to ensure that the target market is reached.

Top Real Estate agents are more likely to...

Have experience selling in any market.

Marketing and advertising exposes your property to a larger group of potential buyers, increasing your chances of selling and getting a premium price. Top agents will be able to explain different marketing strategies and provide you with relevant advice for the current market and your property. As top real estate agents have usually been in the business for at least one property cycle you can trust that they are experienced in operating within both fast and slow markets.

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Top Real Estate agents are more likely to...

Have a consistent track record of sales.

Statistics speak for themselves, and we research sales statistics so you can be confident in knowing that you are dealing with the best agent to market and sell your property. There is nothing more comforting than knowing your agent has had the largest number of successful sales in your immediate area and knows your market better than the rest.

Top Real Estate agents are more likely to...

Have the 'Ducks in a row' before launch.

Top agents know that it is important to present your property in the right way right from the first day on the market. This may include many factors such as ensuring the property's E-Valuation is fairly represented or ensuring the necessary paperwork or property documents are at hand. A top agent knows from experience that failing to plan is planning to fail.

Top Real Estate agents are more likely to...

Already have qualified buyers ready.

Top agents will have buyers that have just missed out on a previous listing, or who have specifically asked the agent to let them know when new property comes on the market. As well as having many recent contacts, top agents will also have larger databases to call upon when they list your property. Remember that more exposure means a better outcome for you.

Top Real Estate agents are more likely to...

Have a strong professional network.

A top agent will have access to a network of industry professionals, such as building inspectors who can identify any problems with your property. A top real estate agent can also advise you on which repairs are worth the cost.

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Top Real Estate agents are more likely to...

Get help from other agents.

A top agent will often leverage their colleagues' databases, giving you access to their network of buyers also. Less experienced agents in the agency will often market and sell the top performing agents property to the buyers they are working with. The reason for this is that most of the time the top performing agent will be the one with a consistent flow of listings coming on the market. On the flipside, it is less likely that top agents market and sell other agents' listings as they are usually busy selling their own.

Top Real Estate agents are more likely to...

Have knowledge of the Rules and Regulations.

A top agent will more often than not have the experience and knowledge of the industry rules and regulations together with the necessary paperwork to protect your interests, now and in the future.

Top Real Estate agents are more likely to...

Best handle early offers and fast sales.

Certain circumstances may require you to sell your home quickly, or alternatively you may find that one buyer is making a very early offer and urging you to accept before you have the chance to properly give others a fair chance. Top real estate agents have dealt with these situations many times before and have strategies to achieve the best outcome for you their client instead of you taking a big hit on the price.

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Top Real Estate agents are more likely to...

Negotiate effectively in your interests.

Not only are top agents more likely to get you a better price for your property due to numerous advantages they have, but a top agent will also have a pulse on the market and can price your property right. This will help you sell it quickly at a premium price. Houses that are on the market for too long may leave potential buyers thinking there is something wrong, which may result in a less than fair offer.

Top Real Estate agents are more likely to...

Achieve a higher sale price

A true sign of a good agent is their ability to successfully negotiate. Acting as the middleman between two parties, a good agent has the ability to reach an agreement between two parties who may have started off on different pages. This is also an indicator of a good salesperson, and with that a high level of good communication is needed. For a period of time, your agent will be a constant presence in your life. You need to feel that you are able to openly talk about your wishes and that your concerns and requirements are understood.

Visit our website to find your top performing local agent today.

www.findmyagent.co.nz

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