



QUESTIONS YOU MUST ASK ESTATE AGENTS

TO TEST THEIR **ABILITY**

TO SELL YOUR HOME FOR **THE HIGHEST POSSIBLE PRICE!**

1. ARE YOU **THE BEST AGENT** TO SELL OUR HOME? IF YES, WHY?
2. HAVE YOU EVER **READ A BOOK ON NEGOTIATION**? IF YES, WHICH BOOK AND WHAT DID YOU LEARN THAT WILL HELP US?
3. HOW DO YOU PLAN TO GET US **A BETTER PRICE** THAN OTHER AGENTS?
4. **WHICH IS MORE IMPORTANT** TO YOU: THE LOWEST PRICE WE WILL ACCEPT AS SELLERS OR THE HIGHEST PRICE THAT BUYERS WILL PAY?
5. HOW DO YOU **DISCOVER THE HIGHEST PRICE** BUYERS WILL PAY?
6. IF YOU RECOMMEND PUBLIC AUCTION, HOW DO YOU MAKE SURE THAT **BUYERS OFFER THE HIGHEST PRICE** THEY ARE WILLING TO PAY?
7. DO YOU HAVE ANY **QUALIFICATIONS** IN REAL ESTATE NEGOTIATION?

Questions by **Neil Jenman**,
Australia's trusted real estate consumer advocate;
author of ***Real Estate Mistakes***.

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