

Timing plays a big part in setting the right price

Negotiating a sale price on a property can be a difficult process but here we offer tips to successfully complete the process. **Stavroula Nicholls** reports

FOREWARNED is forearmed so the saying goes and it never more aptly applies than when it comes to negotiating a sale.

Manly negotiator and buyers agent Patrick Bright, director at EPS, says sometimes the first offer is the best offer but sellers will only discover that if they turn it down.

"I have purchased many homes below what the sales agent told me was previously offered and rejected," he said.

And he warned homeowners not to hang on to a registered valuation if it was more than 60 days old.

"I have found valuations are more often than not 10 per cent out, sometimes more," he added.

When setting a guide, Mr Bright said that the vendor should be straight with the market and give buyers a guide as to what they were really looking for rather than no guide or underquoting.

"Vendors play a role in underquoting as they have to give permission for the sales agent to quote and advertise the figures they do," Mr Bright said.

Michael King, of Domain Residential, and Andrew Blake, of Andrew Blake Real Estate, are co-agents in the sale of a waterfront property in Church Point.

A lengthy campaign process saw the property come to market last March with a price guide in the high \$2 millions, however that figure was based on a bank valuation given a couple of years earlier.

"In the early days we had interest in the \$2.5-2.6 million range however the owner was still holding out in line with the original bank valuation," Mr King said.

Mr King said that the market softened as the year progressed and it suffered a correction that was reflected in the new price guide for the home.

"The problem with real estate at the moment is that you are putting a buyer who is ready together with an owner who is not. And by the time they realise it was a good offer that person has moved on," he said.

Mr Blake recommends buyers be well prepared and thoroughly research the street and the area in which they wish to purchase.

"Buyers need to know if there are any plans or growth for the area. It helps knowing what sales have occurred in the street and making comparisons to the subject property," he said.

He added that if the buyer had knowledge and understanding they were going to be much better armed when they did go into the negotiating process.

"Put all offers and terms surrounding that offer including the deposit amount and settlement period in writing," the local agent said.



Knowing the art of negotiation is important as prices on high-end properties soften.