

HOW MUCH COMMUNICATION DO YOU WANT FROM YOUR AGENT?

Communication between the sales agent and the vendor (the person selling the property) is a common point of friction, with some wishing there were more frequent updates and others wishing there were fewer.

So how do you get it right?

The ideal time to discuss what level of communication will work best during the sales process is prior to appointing an agent to sell your home.

Having the level, and medium, of communication established at the beginning of the process ensures both the seller and agent know where they stand and the seller is kept informed.

Agents are also bound by legislation when it comes to keeping their client informed of any significant development or issue in relation to the property. Unless they have received instructions in writing from their client directing them otherwise, agents must immediately communicate to their client each expression of interest, whether written or verbal, about the sale of the property.

The REIQ recommends agents provide a written summary to their clients of every open home, detailing the number of visitors, feedback offered, and general interest in the property.

However, for some people, verbal summaries may be best, and they may ask their agent to call instead of providing written material. Some prefer a brief text messages and others simply prefer to hear only of written offers on the property.

Of course, effective communication is also of the utmost importance during the negotiation process.

An agent is compelled by law to present all offers to their client – unless they have been advised by their client in writing otherwise, such as, if the seller does not wish to consider offers under a certain price. And when there are multiple offers being made, the agent must tell the vendor and all bidders that there are multiple offers.

Having an effective communication strategy developed early and tailored to a seller's individual needs will not only assist with the overall success of the sales process but may also help to minimise the stress involved in selling a beloved family home.

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