

HOW TO ENSURE YOU GET AN ACCURATE MARKET APPRAISAL

When you start thinking about selling your property one of the factors that go into that decision-making process is how much you could get for your property.

A market appraisal from a real estate agent will help you understand where the market is and what you could potentially sell your property for.

However, there are a range of factors that go into a market appraisal and a key concern for consumers is that the appraisal figure provided by the agent is not overinflated. This is called “buying the listing” – when an agent tells you that your property could fetch more than it realistically could.

How can you be sure your agent is giving you an accurate figure? Talk to them about the factors that went into their appraisal. They should be able to clearly demonstrate the reasons they have arrived at the figure they have.

Five factors included in an appraisal:

- Location and market conditions: How well is your suburb performing? Your agent should have data to support their claim about how much the median house price of your area is growing. REIQ agents have free access to CoreLogic data via our quarterly report, the Queensland Market Monitor.
- Recent similar sales: The agent you choose should be an expert in your suburb and should be able to talk about similar homes that have sold recently (within the past three months) and the prices achieved.
- Maintenance and renovations: How much work have you done on the property? How old is the kitchen and the bathroom? What is the front of the property like? Does it have good kerb appeal? These are factors that go into the appraisal figure.
- Supply vs demand: Your agent should also be confident talking about supply and demand in your area. Does the agent have a list of buyers waiting for a similar property to yours?
- Amenity: Are you near schools, shops, or public transport? Do you have a pleasant outlook? Is it a quiet street?

These are not the only factors that are part of the appraisal but they make up a significant part of how the figure is arrived at. When you are talking with your agent, do they speak confidently and calmly about the figure they are presenting? These are signals that your agent is confident in the accuracy of your appraisal.

-ENDS-

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