

# 6 KEY SKILLS

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WHAT YOU NEED IN A CHALLENGING MARKET ARE THE FOLLOWING 6 KEY SKILLS

## **1. Uniquely qualified as a Registered Valuer.**

A key point of difference, with my ability to accurately research and price property, that builds incredible trust with vendors and buyers.

## **2. Area Specialist and Knowledge.**

23 years selling experience in your area helps me to build awareness of this amazing location, its facilities and local values, in the eyes of the buyer.

## **3. Bespoke Marketing and the Digital World.**

After successfully marketing and selling 1500 homes and investments - we will design a high impact marketing plan to accurately target the right buyers to your property and to create the platform for them to compete against one another. What this means is maximising our ability to achieve the highest price.

## **4. High Performance Team - Strong Communication.**

We offer a full service proposition to our Vendors 7 days per week (unlike the single agent who may struggle to do everything in time and potentially lose buyers). No stone will be left unturned. As a team, we have specialised skills and a focus on effective communication from day one - to the day we swap keys. As proof, the Ray White family independently survey our sellers and buyers, where we strive for 10 out of 10, with no exceptions.

## **5. Negotiation and Auction Process.**

A specialised skill learned, where experience counts. The ability to generate fierce bidding competition through our Auction or multi-offer process ensures no quick deals are done and we achieve top dollar for our Vendors. We aim to get 'the last dollar out of the buyers wardrobe'. Our Auction clearance rates at 85% versus the industry average of 60%, is proof of this focus.

## **6. Problem Solving Ability & Resources.**

Real estate transactions can be complex, and unexpected challenges may arise. As a skilled real estate agent, our team have strong problem-solving abilities and a team of professionals behind us that can help navigate over obstacles and find solutions. Creative, practical thinking with resources bring deals to a conclusion rather than potentially falling over if the agent is not well connected.

