

How do I measure myself as a real estate agent?

WHY ?

TOM COOPER



What difference do I really make?

Usually, you never know, but recently I had the privilege of finding out.

My parents are in their eighties. They have been farming since the 1950's. They have always lived a self reliant lifestyle, done their own mechanical repairs, marketing, financial planning etc.

I was surprised when my Dad actually asked my advice on selling their small cattle property just outside Albany. They had been quoted 3% by the local agents, and he couldn't see the sense in wasting 40 or 50 thousand on something he could do himself? He got an offer from a tree farming organization at \$1.54 million. This was the absolute maximum they could pay for the property due to economic conditions, global warming etc etc etc.

I said to Dad, "Don't sign anything, I will be in Albany tomorrow". I drove down and met with the Buyers at 10am the next day. I told the Buyers that my parents "weren't interested in giving the property away" (much to the dismay of my Dad). I looked the Buyer in the eye and said "I have come here to find out if you have any more petrol in your tank".

By the end of the week, after several phone calls, emails.

I had secured a life tenancy for Mum and Dad at no rent in the homestead and best of all a cash offer at \$1.7 million.

Who said you can't have your cake and eat it?

Qualifications

- Certificate in Accounting
- Certificate *III* in Property Services
- Diploma in Property (Real Estate)
- REBA Triennial Certificate

Track Record

- 12 years in Real Estate
- 20 years in sales.
- Over 100 million Dollars in real estate Sales .
- Member of REIWA's 10 to 15 million dollar club.
- Broad experience in all aspects of real estate

Personal Guarantee

If at any stage during the marketing of your property you are not entirely satisfied with the level of service being provided and your concerns cannot be rectified.

I will be happy for you to cancel our agreement to market your property given 24 hours notice.