

MISTAKE 7

NO BUYERS RECORDS

The best agents keep detailed records of buyers.

Most agents get dozens of enquiries from buyers each month. Some get hundreds. Why don't they keep records of these people - names, details and phone numbers? Why don't they keep in contact with the genuine buyers? If they do keep records, why do they want to keep advertising?

The answer is simple - self promotion. They call it "profile". Be careful. Most agents advertise different properties to attract the **same** buyers.

Let them waste their money, not yours.

When agents keep records of genuine buyers, there is less need for advertising. Ask the agent to explain how advertising can often lower the price of your home.

Many agents keep no buyer records. And then they ask you to pay for advertising to find buyers! Do not pay for the incompetence of any agent.

Insist on an agent who keeps details and accurate records of genuine buyers.

One of these buyers may be perfect for your home.