

Instead of bankruptcies, bad luck and breakdowns

Why it is worthwhile to consult your real estate consultant must first be examined in detail.

Especially when selling real estate, mistakes are very expensive. Again and again clients report about their bad experiences with unprofessional real estate agents. Here are some hints how a serious (mostly certified) real estate agent differs from the others.

Without training and expertise

Is your real estate consultant a career changer and has little or no training in this field? Does he have the necessary expertise to successfully market real estate? For example, does he prepare professional sales documentation, does he deal with the property for sale and does he address the needs of prospective buyers?

Cannot estimate

Is the real estate consultant able to correctly estimate a property? This requires specific professional training, extensive market knowledge and a wealth of experience. This inability becomes problematic for the seller of a property. There is a risk that the real estate agent will estimate the selling price too low or too high. If the selling price is too high, the property cannot be sold within a reasonable time. Valuable time is lost here. In addition, potential customers with excessively high price expectations are deterred. If the price is too low, you effectively give money away to the buyer, who is more pleased with a successful purchase than the seller.

Promises heaven on earth

Examples of this are: sales prices promised far too high or the guarantee that the property will be sold within a short period of time. And if this is not the case, then the agent cannot help it – other events are to blame. A good real estate agent calls a spade a spade and points out a possibly unrealistic sales price.

No idea about financing

In Switzerland, 50% to 60% of real estate is financed by banks. Does the real estate consultant know the principles and valuation criteria? It is also important for buyers and sellers that the purchase is made step by step. It is not acceptable that after a transaction one party is left without property or the other without money.

Too little fit in contract, building and tax law

Imprecise contracts are a very expensive matter for both the seller and the buyer. The real estate profit tax law is also very important. Does the real estate advisor have sufficient expertise? Is he prepared to call in specialists if necessary? The consequences of poor legal advice often exceed the brokerage fee.

Good consultant, but bad seller

Finally, a property must be sold. Does the real estate consultant have a talent for selling and a sure instinct for the job? With good sales skills, the sales value of a property can be optimised. The real estate agent can thus create added value for the seller.

Real estate marketing is a foreign word

Is your real estate agent able to market a property in a structured way? Are target markets or target groups carefully selected and efficiently addressed accordingly? If the seller wants discreet marketing, the broker must adopt a more differentiated approach.

Lack of access to the potential target group

„Cobbler, stick to your last“ – not all properties can be sold by all estate agents. Is the real estate consultant specialized in a certain market area or object category? It makes little sense, for example, to sell properties abroad if you are neither fluent in the language nor familiar with market customs.

Insufficient market knowledge

A market is a volatile platform that is subject to continuous change. Only those who manage a sufficiently large number of transactions and carefully monitor the market can operate successfully in this demanding environment. Real estate agents also need to undergo regular training, otherwise they quickly lose track of the market.

Moves away after the sale

Does the real estate consultant maintain his mediating function and does he take the concerns of the buyer and the seller equally seriously after the sale? In case of questions and problems, he should be available to both parties in an advisory capacity and, if necessary, also act as a mediator.

Trust is good, certification is better

The Swiss Chamber of Real Estate Agents unites the certified real estate agents in Switzerland.

To be accepted as a member, three requirements must be met:

- Many years of professional experience (at least 5 years)
- Behaviour according to the code of honour
- Ongoing training of employees

Every four years the requirements are checked by an audit at the company.

You can find further information and the certified real estate agents in your area at: www.maklerkammer.ch