

Open Houses Don't Work

Open Houses have been a tradition in real estate and continue to be popular even if they are not necessary, don't work and pose a risk.

Technology has entirely changed the way properties are marketed. Primarily, real estate agents hold Open Houses for the perceived benefit of the seller. There is still the misconception among agents and sellers that an Open House represents a viable marketing tool. Most serious buyers now search the internet for possible homes and then connect with a real estate agent they have found through a website.

Almost anyone, except really serious buyers, goes to Open Houses. Generally, first on the list are neighbours. Real estate agents rarely consider the dangers to themselves and the seller until something bad happens or an item goes missing.

The most effective and efficient procedure for the buyer to see a home is to first meet the agent at the office. This enables the agent to do some screening to ensure that the individual is a serious buyer and is qualified to purchase in a specific price range; to discuss the needs and wants of the buyer; to incorporate additional homes that may be of interest and then, to make appointments for viewing of homes.



Property of the Month

50 Heron Cr, Kalaru

\$425 000

This property is set on small acreage in a central location. The home is beautifully presented, on level ground, with views of a lagoon and surrounding farmland. All you have to do is move in and enjoy. It has 3 bedrooms, 2 bathrooms and an entertaining or BBQ area. The property is beautifully landscaped with tank and town water.

Properties For Sale

Invest in Taronga



4 Taronga Cr, Bega
\$255 000

Great Value



21 Howard Ave, Bega
\$279 000

Brilliant in Brick & Tile



10 Gregory Way, Bega
\$279 000