

Ready To Win

 [realestate.com.au](https://www.realestate.com.au)

Our largest ever study of sellers



Agenda



Searching



Shortlisting



Standing out



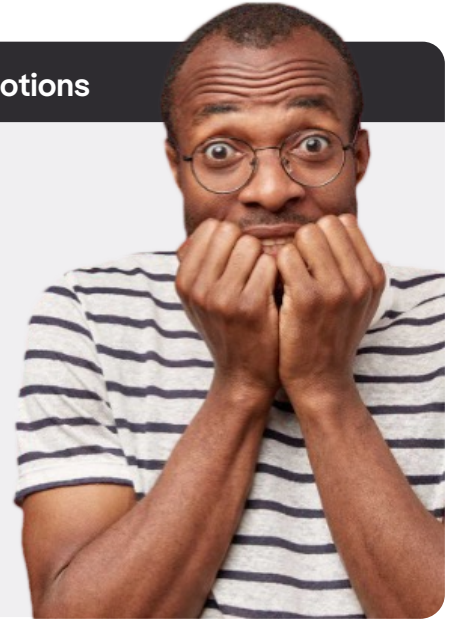
Choosing an agent is one of the hardest decisions in the selling journey

Hardest decisions (top 5)

1. Deciding what price to sell for
2. Being confident selling at the right time
- 3. Deciding on an agent**
4. Deciding how much to spend preparing property for sale
5. Aligning the sale with buying another property

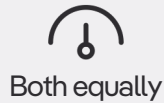
Emotions

57% of sellers
felt anxious
going into the
selling process



Sellers are looking for a mix of agents and agencies and are using three key sources

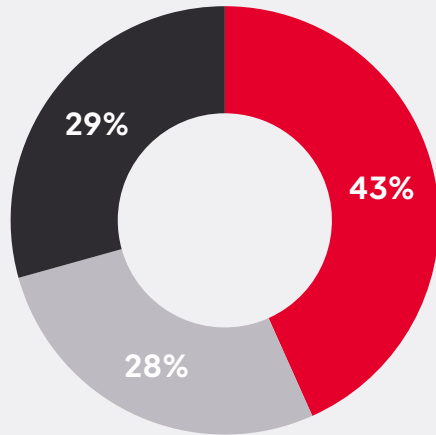
Who they're looking for



Both equally



Agencies



Agents

How they researched them (top 3)



Previous experiences (41%)



Recommendations from friends, family and professionals (40%)



Online sources (26%)



Real estate listing portals are the most popular online sources used to find an agent

Online sources used (top 5)

- 67%** Real estate listing portals
- 54%** Google search
- 39%** Specific agency websites
- 34%** Dedicated agent finder websites
- 26%** Social media platforms

How they use listing portals



Sale
79%



Sold
75%



Search
31%

Use of ratings and reviews

76%



use ratings and reviews



Sellers are contacting two agents

Average number of agents



2.5

Agents contacted



2.1

Agents invited to pitch

Response timeframe

81%

Expect a response
within 48 hours

Want to know

- Fees and charges
- Approach to getting right price
- Local market expertise
- Ideas to market property
- Rapport
- Responsiveness
- Track record
- References



Are you...?



Sending timely,
personalised
communications?



Keeping your
online profiles up
to date?



Moving
properties
to sold?



We tested agent qualities

Connection

- Is easy to get along with / talk to
- Is already known to me
- Wants the best outcome for me as a seller
- Is responsive to my questions/requests

Strategy

- Is confident they can sell my property quickly
- Confident they can sell for the best possible price
- Has a clear plan for selling my property
- Can take care of the process without getting me involved

Reputation

- Comes recommended from a trusted source
- Works for a reputable agency
- Is well known/visible in my local area
- Supports my local community

Performance

- Specialises in selling properties similar to mine
- Has a history of strong results in my local area
- Has a good understanding of my local area
- Has positive ratings/reviews online
- Access to large number of buyers through their network

Pricing

- Offers competitive fees to sell my property
- Transparent about the fees associated with selling
- Offers flexible payment options for the schedule
- Is willing to negotiate fees

Support

- Offers support with purchasing my next property
- Offers advice in helping me prepare my property for sale



Which quality do you think is most important to sellers?

A. Supports my local community

B. Offers competitive fees to sell my property

C. Wants the best outcome for me as a seller

D. Gives confidence they'll get the best price



Top Agent Qualities

Top 10 Qualities





The Winning Formula



Truly cares and **wants the best outcome**



Confidence they'll get the **best price**



Can articulate a **clear plan**



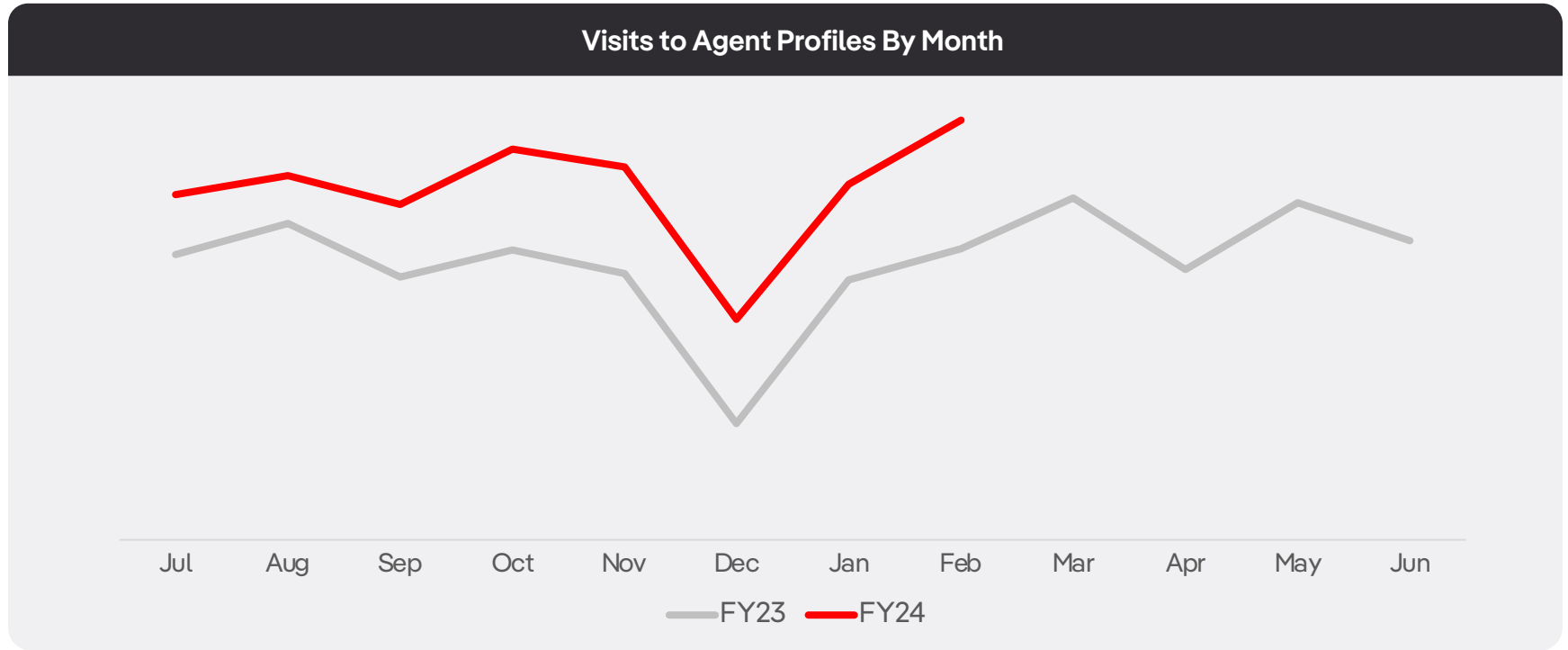
Responsive and **transparent**



Local network and **results**



Visits to REA agent profiles are growing



Source: REA Internal data, Feb 2024



A poor online profile is a wasted opportunity

About Kirstin

3 years experience

Kirstin has always harbored a passion for real estate and pursued her studies in Business and Property at Durham University before embarking on her career as an agent.

Her diverse experience in both the UK and Australia has equipped her with a wealth of knowledge, and she finds immense joy in assisting individuals in finding their dream homes.

Outside of work, Kirstin enjoys immersing herself in a good book, swimming to unwind, and relishing dinner outings with friends.

[Request a free appraisal](#)





Chris Hassall

Director at [Buxton - Bentleigh](#)


23 years experience ★ 5.0 (229 reviews)


Professional (165)

Trustworthy (123)

Genuine (119)

 Request a free appraisal

 Enquire

 Call

Chris' performance snapshot

Performance in the last 12 months on realestate.com.au. ^

\$1.50M

Median sold price

24

Median days
advertised

91

Properties sold
(as lead agent)

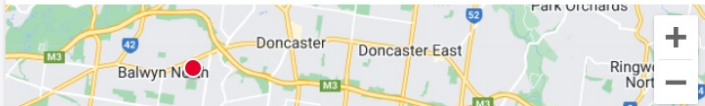
26

Properties sold
(as secondary agent)

Chris' properties

Properties recently sold by Chris in the last 12 months. ^


Sold 




Chris Hassall

★ 5.0 (229 reviews)

 Request a free appraisal

 Enquire

 Call

Confidence to
get best price

About Chris

23 years experience

Chris Hassall's multi award-winning sales performance will generate the maximum possible price for your property. Since joining Buxton in 2001, Chris Hassall has helped hundreds of local property owners achieve outstanding sale prices. A bayside local who grew up in Bayside, Chris brings consistently high levels of local know how, honesty and enthusiasm to every property sale.

"Having 3 children of my own, I know how important a safe and friendly environment is to raising a family. We are lucky to live and work in one of Australia's most desired locations - Bayside"

Chris' real estate passion and expertise has seen him win all the major Buxton Achievement Awards. These Awards are only presented to the highest achievers in the Buxton Real Estate Groups multi-office network, and Chris achievements to date include:

Buxton Achievement Award for Highest Sales Growth

Buxton Salesperson of the Year

Buxton Achievement Award for Outstanding Sales Performance

Buxton Achievement Award for Outstanding Sales Performance

Buxton Award for Best Inter-office Conjunctional Lister

Buxton Achievement Award for Outstanding Sales Performance

Becoming a Director of BUXTON in 2008 at the age of 26 was an exciting achievement. Chris has established an extensive network of local personal and business clients, and high-quality database of keen clients looking to buy in the Bayside area. So if you are looking to achieve the maximum possible sale price for your property, look no further than your multi award-winning, local real estate expert, Chris Hassall. [Read less](#) ^

Local network

buxton



Chris
Hassall



★ 5.0 (229 reviews)

✉ Request a free appraisal

✉ Enquire

☎ Call



Clear plan

Wants the best outcome




COMMUNITY INVOLVEMENT

Proud support of the National Breast Cancer Foundation, Ormond Amateur Football Club.

VIEW OTHER PROFILES



 [Request a free appraisal](#)

Chris' reviews

Read the latest client reviews of Chris Hassall, real estate agent at Buxton - Bentleigh.



★ 5.0 (229 reviews)

Partnered with Chris before? [Leave a review](#)

Clients say Chris is...

buxton



**Chris
Hassall**



★ 5.0 (229 reviews)

 [Request a free appraisal](#)

 [Enquire](#)

 [Call](#)



Transparent

Professional (165) **Trustworthy (123)** Genuine (119) Great communicator (111)

Suburb specialist (94) Great negotiator (87) Got a great price (72) Reliable (71)

Great marketer (30) Punctual (30)

★★★★★ 5.0 Verified review
Seller of house in Bentleigh East, VIC
1 day ago

I would like to thank Chris for the recent, very successful sale of my mother's property. Chris is an absolute professional who understands the property market and people. Chris worked hard to sell the property to a limited market and achieved a prompt and very satisfactory result. Supported by his assistant Emily who handled the background processes in a highly competent manner, together they provided excellent responsive and supportive communication throughout the selling process.

★★★★★ 5.0 Verified review
Seller of house in Glen Huntly, VIC
1 month ago

Chris was wonderful. He guided me through the whole process of renovating my house to the most up to date standards. He was responsive, attentive and applied no pressure. He knew the market well and engendered trust in his conduct.

★★★★★ 5.0 Verified review
Seller of unit in Carnegie, VIC
2 months ago



Chris was very professional and made the whole process of selling our first property easy. He's extremely knowledgeable, personable and goes above and beyond to help throughout the process. Thanks Chris!


Show 229 reviews


Responsive


Wants the best outcome




buxton

 **Chris Hassall** 
★ 5.0 (229 reviews)

 **Request a free appraisal**

 Enquire

 Call

Respond to reviews

2.5%

Reviews on REA
are responded
to each month



★ 5.0 (8 reviews)

Partnered with Gavin before? [Leave a review](#)

★★★★★ 5.0

Verified review

Seller of townhouse in Mango Hill, QLD

13 days ago

Gavin was amazing, he sold our property quickly, was very professional, was easy to talk to and kept us up to date as things progressed. I would highly recommend Gavin

Gavin's response

Thank you Steve

★★★★★ 5.0

Verified review

Buyer of house in Brighton, QLD

13 days ago

When we purchased a home through Gavin and Karen, it was a smooth and even enjoyable experience! They guided us through the process with exceptional communication, tireless effort, and genuine care. They don't just represent you, they advocate for you, ensuring both buyer and seller needs are met fairly. No pushy tactics, just honest advice and creative solutions that lead to win-win situations. Beyond their expertise, their friendly personalities make them a pleasure to work with.

Gavin's response

Thank you Ross, it's been an absolute pleasure working with you.



Get ready to win



Sellers are looking at your online profiles. Make sure you're including the top agent qualities (The Winning Formula)



Consider adding a video to your profile and responding to your reviews



Best prices are just the beginning. Make sure sellers are feeling valued from first contact to final settlement (and beyond)





Use The Winning Formula tool today

customer.realestate.com.au/the-winning-formula

