

## 4 REASONS WHY YOU NEED A BUYER'S AGENT

Buyer's agents are becoming more popular in Queensland as buyers recognise the many benefits that an advocate can bring to the purchasing process.

The purchase of a property is one of the biggest investments of a lifetime and the difference between a great purchase decision and a not-so-great one could be thousands of dollars and the wrong property! A buyer's agent can help ensure that you are on the right side of that equation.

Most people assume a buyer's agent really just bids on behalf of a buyer at an auction. While that is a big part of what they do, here are four reasons why every buyer should use a buyer's agent.

### 1. Location, location, location!

Selecting the right location is crucial, whether you're buying an investment property or a home to live in and it requires time and effort to research. Knowing the key drivers of capital growth and being able to identify suburbs where that growth is likely is an area where a buyer's agent can save considerable time and effort. While buying for capital growth is speculative, (nobody can guarantee that you will see growth in an area), there are certainly indicators that help identify where it is most likely to occur. Likewise, if, instead of capital growth, you're aiming for solid cash flow and high yields, then there are suburbs where you are more likely to meet your cash flow goals.

### 2. Relationships and off-market sales

Buyers' agents usually work with an established network of selling agents and so have access to properties that may not have yet come to the open market. This is highly advantageous as it gives you first bite at the cherry, with much less competition for the property from the thousands of other buyers who are hunting in your neighbourhood and in your price range.

### 3. Logistics

Buyers' agents can also save you time by attending building and pest inspections on your behalf. If you're thinking of buying a property interstate, a buyer's agent on the ground in the area where you're thinking of buying can be invaluable. Even for local buyers the logistics can be tricky with work, family and other commitments. Attend any busy open home on a Saturday and you're bound to see a number of people who have quite clearly had enough of spending their little bit of free time looking at houses!

### 4. Negotiation skills!

One of the hardest things about buying a property is knowing how much to pay. A buyer's agent knows the market intimately and understands the prevailing market conditions. You need to

have a finely tuned understanding of the current market and the comparable sales and listings in order to make a good purchase decision. Sometimes this means knowing how much to offer so that you are not overpaying while other times it means knowing how much to pay to secure a property that has multiple offers on it.

When a buyer sits down at the negotiating table with the sales agent, only one of them is (usually) a skilled negotiator who hones their negotiating skills every. single. day. A buyer's agent will even out the playing field and put two skilled negotiators at the table together.

**To find an REIQ accredited buyer's agent in your area, visit: [REIQ.com/findanagent](https://www.reiq.com/findanagent).**

**-ENDS-**