

“ WE NEED TO REALISE THAT ALL OUR INTERESTS ARE IN FACT ALIGNED. ”



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## It takes three to Tango

Rogues are an unfortunate reality in every business sector, including the property market, but with honesty and an attitude of mutual respect, everyone benefits.

Proudly admitting to being a real estate agent is something that I don't have a problem with. I work very hard for my clients and take the responsibility of assisting them to both protect and invest their money extremely seriously. But alas, whenever I am at some swanky event or gorgeous lunch and in my element - you know what I mean - the champagne is flowing, the conversation is lively and my new best friends are laughing like drains at my fabulous wit and hanging on every word of my hilarious "you won't believe what happened on the way here" story, some bright spark has to ruin it all and ask me what I do for a living.

"I'm in real estate!" I beam.

At this point things generally take a turn in one of two pretty unappealing directions. Either we have icy silence, shuffling of chairs, no more eye contact, the invitation

for that boozy day out on Peter's luxury yacht never sees the light of day and nobody asks me for my business card (the ultimate smackdown)... Or, some semi-drunk, cocky alpha male decides to tell me (and the rest of the table) very loudly how he (or someone he vaguely knew once) lost money investing in off-plan real estate. I don't mind this kind of chit chat too much, but there always seems to be the barbed intimation that this must be somehow *my fault*. Yes Mr Rosycheeks-Publicschool the Fourth, there is only one real estate agent in the world, and she has been responsible for all the woes and losses of every investor since the dawn of time, and it's me. Shall we depart now so we are on time for the firing squad?

So, in the spirit of redressing the balance a little, here are the top three stinkers that the occasional rogue investor is guilty of –

please kindly avoid these "techniques" as they just take the fun out of it:

- Hammering (and I mean HAMMERING) the seller on price in exchange for a "quick sale" and then taking longer than it took to build the Taj Mahal to complete your purchase
- Befriending an agent, using them for limitless information, demanding call backs at fixed times (day and night!) and then buying direct from the developer (under the misapprehension that you'll get a better price)
- Assuming that every seller is distressed – it ain't the financial crisis anymore so putting in a bid for a high quality property at just 50 per cent of the asking price is not only quite rude, it will also make you look madder than a box of frogs. If a seller is distressed *we will tell you* as a quick sale will help the seller *and* you'll get a better price.

We need to realise that all our interests are in fact aligned – the buyer wants to sell, the investor wants to buy and the agent wants each party to be happy so that the deal gets done, they get their commission and can feel nice and fluffy that everyone got what they wanted.

You see we are really all on the same team. Peace man.



### CLAIRE BROWN

formed Claire Brown Realty in 2004 having worked for various developers across South East Asia. Her roles included sales and marketing, project management, construction planning and consultancy. As well as running the business, Claire is also developing her own project in Bali, a luxury villa and spa retreat in the beautiful and somewhat undiscovered province of Tabanan. She enjoys travel, food and wine, interior design and shopping – in no particular order. [www.clairebrownrealty.com](http://www.clairebrownrealty.com)