

Be familiar with prices in area before you buy

THE average real estate buyer should look at up to 100 properties so they were familiar with pricing in the area, according to a Brisbane buyer's agent.

Property Searchers managing director Scott McGeever said buyers also needed to remain clear-headed and firm about price limits, understand the market and make realistic offers based on current sale prices.

Unlike normal real estate agents, a buyer's agent acts for the buyer of the property only and can source a property as well as negotiate.

"We see many buyers who simply lack the confidence to negotiate a fair price and in many cases pay in excess of what the property is worth based on emotional involvement and a lack of understanding of the local market," Mr McGeever said.

"Buyers can improve their negotiation skills by ensuring that they research the local market and understand what the property is worth before they make an offer.

"It will generally require the average person to look at some 50 to 100 properties before they are totally familiar with pricing in an area."

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