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Time for a Realty Check

Improving selling techniques and finetuning personal skills to deal with vendors and buyers may warrant a trip to the Gold Coast for Far Northern real estate agents.

A top industry conference including a line-up of international speakers such as American Chris Gardner, the inspiration behind the Academy Award-nominated film *The Pursuit of Happyness*, New York agent Shaun Osher, radio personality Alan Jones and Aussie Home Loans' John Symond will take place on the Gold Coast later this month.

The speakers will address topics including navigating tumultuous times, using courage and common sense, and dealing with adversity.



“As real estate transactions become more complex, the public needs more competent real estate agents to manage the process,” said David Knox, a top industry coach in the US who will speak at the conference.

“Consumers need to make sure that agents understand your real needs and you need to ask them to explain the steps of marketing your home and how they will deliver increased value.”

Australian coach and trainer Josh Phegan said although many agents knew how to sell homes, what many of them did not know was how to sell themselves.

“The customer has never been so clear about what they want,” Mr Phegan said. “They want value for money, they want service and they want it now.”

“Being able to sell yourself as an agent is one of the most highly sought-after skills.”

US-based Shaun Osher said agents needed to understand what motivated vendors and work with them to improve their knowledge of the market.

“When a client chooses an agent, they need to understand the intricacies of the deal and make sure they are working with someone who they are comfortable with being their face to the consumer,” he added.

Controversial shock jock Alan Jones has the task of talking about traits of the world's most successful people, producing quality outcomes, and the price agents must be prepared to pay.

More than 3000 agents are expected at the Australian Real Estate Conference to be held at the Gold Coast Convention and Exhibition Centre, May 19 and 20.

There will also be a networking party and information about an upcoming trade show.