

HOW THE ROLE OF THE REAL ESTATE AGENT HAS EVOLVED

The role of the real estate agent is evolving and agents are finding new ways to service their customers, including offering removalist services, tradie referrals, utilities connections and property styling services.

The real estate agent is no longer limited to simply finding a buyer and negotiating the sale price. Now, the real estate agent will routinely extend their role to other parts of the process as a way to make themselves more valuable and more indispensable to the customer.

At the REIQ we have long heard great stories of real estate agents who roll up their sleeves – literally – and help clean up the garden on Open House day, or help brush pet hair off the couch before an inspection.

But now we're seeing that willingness to go the extra mile enshrined at an agency level, with strategic partnerships becoming the norm and alliances formed that help guide the customer through the entire process from the moment they first think about selling their home to the moment they fall into bed on the first night in their new home.

One major franchise group has partnered with an organisation that will help you find a tradie and another one has started a utilities connection service.

Some agencies can book your removalists, help spruce up the home before photos are taken, and even get property stylists – they are becoming a one-stop shop for the property selling process. This is called O-to-O services – online to offline, where the property journey begins online at the portal and continues all the way through until all boxes are unpacked.

Real estate agents are finding new and impressive ways to ensure they are not 'disrupted' or 'disintermediated' right out of the process.

What does this mean for the consumer?

It means that your real estate professional is more willing than ever, and more open than ever before, to new ideas that will help you.

So now it's over to you, the consumer. Talk to your real estate professional and tap into their experience and their local knowledge. This is the era of the home buyer. Never before has so much information been freely available. We can now understand the market like never before and make decisions based on the facts. Go for it!

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