The Biggest Mistakes Sellers Make

Seller Guide 4

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THE PROBLEM

The Biggest Mistake Sellers Make

Most sellers believe the goal is to achieve “market value.”
But market value is simply what a buyer is willing to pay without pressure.

In many cases, that means:

- One buyer
- One offer
- One result

The problem is, selling at market value is something most sellers could achieve on their own.

The real opportunity isn’t finding a buyer.
It’s creating an environment where multiple buyers compete.

The Bottom Line

You’re not paying an agent to find a buyer.
You’re paying for a process that creates competition.

FRAMEWORK

What Actually Creates A Premium Result?

Achieving a premium result isn't about finding the right buyer.
It's about creating the right conditions for buyers to compete.
At JKL, every campaign is built around four key drivers that move a property from market value to a premium result.

Creating Demand

The more buyers you attract, the more opportunities you create.
Premium prices come from multiple buyers engaging at the same time.

Negotiation

Results are shaped in the moments where buyers make decisions.
Understanding timing, positioning and buyer behaviour is key.

Client Experience

Buyers who feel confident and informed are more likely to act decisively.
Clarity reduces hesitation and increases willingness to pay.

Teamwork

Strong campaigns require consistent execution.
From enquiry to follow-up, every stage must work together.

The Bottom Line

Premium prices are created when these elements work together.

CHECK LIST

The Mistakes That Cost Sellers Thousands.

- [ ] **Focusing on price instead of process**
  Price is the outcome. The process determines the result
- [ ] **Relying on one buyer instead of creating competition**
  One buyer leads to negotiation, multiple buyers leads to leverage
- [ ] **Accepting early feedback as the final answer**
  Initial opinions rarely reflect what buyers will actually pay
- [ ] **Treating the first offer as the best offer**
  The first offer is often just the starting point
- [ ] **Limiting buyer exposure**
  Fewer buyers means fewer opportunities to create competition
- [ ] **Confusing marketing with results**
  Marketing creates attention, not outcomes
- [ ] **Not converting enquiry into offers**
  Interest means nothing unless it is turned into action
- [ ] **Lack of structured follow up**
  The best buyers are often created through structured follow-up
- [ ] **Allowing momentum to drop during the campaign**
  Strong campaigns build momentum not stall
- [ ] **Choosing an agent based on fee not process**
  The cheapest option often leads to the most expensive outcome

The Bottom Line

Most sellers don't lose money because of the market. They lose it through the process they follow.

SCENARIO

What This Looks Like In Practice

The Situation
A seller was preparing to accept an early offer based on initial feedback from buyers. At this stage, the campaign had generated some interest, but there was limited competition and only one buyer in a position to act.

The Shift
Instead of accepting the first offer, we focused on:

- Expanding buyer reach.
- Generating additional enquiry.
- Creating more competition between buyers.

At the same time, we continued to engage with existing buyers to better understand their position and intent.

The Result
As more buyers entered the process and competition increased, those buyers adjusted their position. This led to stronger offers and a final result that exceeded the initial offer presented early in the campaign.

The Bottom Line

The first offer is rarely the best result.
Premium outcomes are created when buyers are given a reason to compete.

NEXT STEPS

Do You Want To Sell For Market Value Or A Premium Price?

Every property will attract a buyer.
But not every campaign creates competition.

The difference between selling at market value and achieving a premium result comes down to:

- How the campaign is structured.
- How buyers are managed.
- How the process is executed.

If you're serious about achieving more than just "market value," the next step is understanding how your property would be taken to market and how buyers would be guided through the process.

We can walk you through a clear strategy designed to create competition and maximise your result.

Book a strategy session or request your free property price update.

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