

Vendors advised to get involved

VENDORS should negotiate better commission rates with agents and get more involved in the sale of their property, says the state's peak real estate body.

Houses are sitting on the market for more than two months, on average, according to the Real Estate Institute of Tasmania.

REIT chief executive officer Martin Harris said homeowners should be more selective about who they list their properties with and be more aggressive about negotiating commission rates.

"The commission rate charged by agents is very much negotiable," he said.

REIT has established a scale of commissions but Mr Harris said "it's not set in concrete" and could save vendors thousands of dollars.

"Somebody might

charge 3 per cent for their commission, someone else might charge 5 per cent and include things like marketing," he said.

But Mr Harris warned that choosing an agent with the lowest commission wasn't necessarily the best option.

"You've got to look at the agent as an individual. Do you trust them? Do they genuinely love your home and are you going to be comfortable dealing with them for months on end?" he said.

"It's up to them [agents] to sell their abilities and bring proof with them about how well they know your market place."

On average, homes in southern Tasmania are sitting on the market for 54 days before selling.

In the North it's 64 days and in the North-West it's 65.

HANNAH MARTIN

Property gets



MAKEOVER: Shift by Design director Adam Luttrell and wife Donnelle put the finishing touches to a property up for sale. Picture: KIM EISZELE

TASMANIA'S property slump might not be popular with home owners but it has given rise to a whole new industry.

Home stylists and speciality property photographers are among a growing number of professionals helping vendors in the depressed market where, on average, houses are taking more than two months to sell.

The industry is already booming in Melbourne and Sydney, where property markets are notoriously competitive.

Hobart company Shift by Design styles homes in order to increase their appeal to potential buyers.

Director Adam Luttrell

A slow property market has opened a window of opportunity for home presenters, writes Hannah Martin

said business had jumped in the stalled housing market of recent years, as vendors scramble to give

their property an "edge". "The industry is huge interstate and we saw there was an opening down here," Mr Luttrell said.

"In the last five years we've had to educate the market and teach agents and vendors about the benefits of doing it."

Mr Luttrell said house-hunters were more savvy than ever, so more people were seeking professional advice on how to sell their home.

"If there is a place down the road that is pretty much identical and yours is presented well, it's much more likely to engage a buyer," he said.

"We have evidence from agents that, especially with vacant properties [which we style with hired furni-

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