

Blog : July

Atria Real Estate



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HEADLINE: Why you should choose an independent real estate agency

When it comes to selling your property, selecting the right real estate agency is crucial – it's the most significant decision you'll make. And with many agencies to choose from, finding the perfect fit can be challenging.

The first thing to identify is whether you'd be better off with a boutique independent agency or a franchise agency. We know that you can expect more from boutique real estate agencies, like Atria. Why, well one example is independence. It offers great advantages that contribute to positive [financial outcomes](#). Let's understand the differences in more detail.

1. At an independent real estate agency your sales agent is your auctioneer too!

One of the first things that sets a boutique real estate agency like Atria apart, is that our [agents](#) are also qualified auctioneers.

This means that the person you choose to work with, runs your property's sales campaign from start to end, that is all the way through to the auction. We take the time to advertise your property, undertake research, and meet prospective [buyers](#). So on auction day, we know who will be more responsive and who's really interested in your property!

This enables us to manage the dynamics of the auction and work on potential trigger points of interest, all helping you to gain a competed result for your property

2. Boutique real estate agencies deliver flexible personal relationships.

An independent real estate agency can deliver more flexibility than a franchise agency who are bound by corporate rules. For example, at Atria Real Estate, we operate autonomously, without being tied to a franchise's corporate guidance and policies. Our independence enables us to tailor our services and meet our sellers' specific requirements. We are driven by an entrepreneurial attitude and have the freedom to make decisions creatively.

When you choose an independent agency like us, you can *expect more*, a more personalised approach. We are a small and highly experienced team, who focus on direct and close communication with our clients throughout the entire sale process. We are proud to say that we build meaningful relationships with our clients, not just transactional relationships!

3. Strong networks that mean you can expect more

Boutique real estate agencies are owned and managed by experienced and qualified professionals like [Simone](#) and [Russ](#). With experience comes many wonderful benefits including a strong support network.

Experienced agents have a solid network of:

1. Buyers, and we understand their psychology which can help you score a great sale price.
2. Handymen, painters, [gardeners](#), stylists, landscapers, builders, architects, interior Designers. What is currently on your to-do list that we can help you with? At Atria we have a strong network and we can support any maintenance or renovation work that may be required in order to sell your property.

Independence, experience, flexibility and strong networks all play a crucial role in the sale process, so when you choose a boutique real estate agency you can *expect more*!

At Atria, we provide professional and customised real estate services. We have more than forty years combined experience in the real estate market, and we can help you with your sale and property goals. Call us on 03 8680 9421 or email us today to find out more.

SOCIAL POST

Check out in our latest blog why you should expect more when selling your property with a small boutique real estate agency.

