

A helping hand to find the right agent



Gerry McPhee (left) and Peter Hand have started a real estate consulting business to help vendors.

Picture: DANIELLE BUTTERS

Vendors may now have unbiased real estate experts to help them choose the right agent to sell their property and to monitor the sales process – all for free. Debra Solomon reports

LICENSED real estate agents Peter Hand and Gerry McPhee – who each have more than 30 years experience in lower North Shore real estate – have set up a vendor advocacy consultancy service called handmcphee.

“We interview the vendors then suggest suitable leading agents we have met with,” Mr Hand said.

“The agent who secures the listing pays for the service.

“We know how vendors can reach an agreeable commission with an agent, suggest the most cost-effective use of an advertising budget, monitor the sale’s

progress, advise on offers and help with an auction.

“We’re getting a lot of interest from high-net-worth vendors who don’t have the time to interview lots of agents, or don’t know what questions to ask,” Mr Hand said.

He said the agents they had approached had all been supportive of the idea because it helps them as well.

“We explain to vendors why agents make some of the decisions they do.”

Mr Hand said the new consultancy understands the pro-

cess, and can be the go-between the vendor and agent.

The pair have noticed that it was once common for the vendor’s solicitor or bank manager to recommend a good agent and help them through the process.

“But personal bank managers are gone, and most solicitors are just conveyancers so that’s where we step in,” Mr Hand said.

“We are also buyers’ agents, so after the sale process we hope that the vendor will employ us to act as the buying agent for their next purchase. However there is absolutely no obligation.”