

REAL ESTATE

Buyer agents network expanding

HOUSE hunting can be one of the most important and stressful periods of a person's life and many buyers are out there doing the legwork on their own - shopping around, dealing with agents and comparing prices.

Traditionally real estate agents act on behalf of the vendor and buyers have been unable to turn to someone for specific professional advice.

But during the past two years there has been an increase in Brisbane of buyer-specific firms who act solely on the purchaser's behalf.

Wilston's Your Property Solutions (YPS) is one of the latest companies on Brisbane's northside to focus on buyers' needs and principals David Little and Ben Boyle said the response had been great.

"We've both been investing for more than 10 years and we did a lot of research before we launched YPS in April of this year," Mr Little said.

Mr Little said he and Mr Boyle noticed an absence of buyer representatives in the northside market and focused their energy on filling the hole in consumer services.

"The majority of con-

sumers don't have the time to be dealing with the amount of paperwork required to settle on a property," Mr Little said.

"We free up people's time so they can concentrate on their own jobs."

Kedron buyers' agent, Property Pursuit managing director, Meighan Hetherington said naive buyers often succumbed to the emotion of the house-hunting scenario.

"Our purpose is to find a house that fits perfectly to the buyers' requirements and to negotiate the lowest possible purchase price," Ms Hetherington said.

REIQ research manager Fiona Bergin said buyers' agents had gained increased market awareness in recent years following the success of the service in the US.

"With high disposable incomes, today's busy consumers have sufficient earnings to hire others to do the things they don't have time to do themselves," Ms Bergin said.

For more information visit the websites www.ypsaustralia.com or www.propertypursuit.com.au



■ Meighan Hetherington, managing director of Property Pursuit.