

Why Pay Commission?

RayWhite

The Elephant In The Room!

Cut price real estate firms are popping up all over the country. Offerings range from do it yourself with only a little help, through to no marketing fees up front and capped commission.

Questioning higher fees charged by traditional agents is uncomfortable for many homeowners so let me open the conversation here by addressing the “elephant in the room”.

When selling your home, saving on commission sounds attractive. However, what is of most importance is how much money is in your pocket on settlement day. That amount can mean the difference between your next home being one that simply “fits the bill” versus your dream home; the difference between simply moving on versus also upgrading your car or achieving a little freedom to travel.

Let me suggest therefore instead of focusing on how much you can save, focus on how much you can make.

They key to the success of experienced salespeople is not in extracting the most dollars from the first buyer to make an offer, but attracting dozens of interested buyers and strategically seeking out the one willing to pay the most.

Unfortunately, when a buyer knows you’re paying less commission they often come into negotiations with a low offer expecting a bargain themselves. So although cut price agents may save you commission, when there is no incentive to market well, find quality buyers and negotiate for the best possible price, the net result may be less money in the bank.

Who you choose to sell your home is over to you but for the best result, look for someone with experience and a proven track record to achieving the very best result for you.



Fiona Senton - Licensed Salesperson
You Talk, I'll Listen buying or selling, I will work for you!
m 021 157 7707 w fionasenton.co.nz
f in e fiona.senton@raywhite.com

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RayWhite
PAPAKURA
Southern Corridor Realty Ltd
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