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What Everybody Ought to Know About Estate Agents' Fees

No Sale No Fee = No Sense

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What everybody ought to know about estate agent fees and why 'No Sale No Fee' = No Sense

Up until now, selling your house and dealing with your high street estate agent has been an expensive experience. They charge you thousands of pounds to find you a buyer and to negotiate the best price.

Have you ever wondered **why estate agents charge you so much?**

It's all to do with their 'No Sale No Fee' offer.

Sounds good doesn't it? But when you realise what this offer entails it doesn't have such a rosy ring to it.

The fact is that for every house the estate agent sells there are several that don't, and their marketing has to be paid for. The estate agent has to be able to recoup enough from the ones that do sell to cover their overall costs, and then plan for a healthy profit.

This means that the amount an estate agent charges you **isn't the true cost of selling your house, but is to pay for marketing someone else's property as well.**

Feel cheated that you could be **forking out for the estate agent's failed sales?**

Well, you're not alone, but the conditions have only now become right to be able to offer you a fairer, less expensive way of selling your house.

Have you ever questioned why estate agents charge you a percentage of your property when they provide exactly the same service no matter where you live? It certainly isn't because it takes more time or special skills. In fact, more expensive properties are usually easier to negotiate because you're dealing with people that have moved previously and know what to expect.

Well, we're changing that model as well with a flat fee, whether you live in a country mansion or a city centre flat.

High street estate agents also have plush high street offices, company cars and expensive, ineffective advertising to be paid for. None of which are needed in a modern, forward thinking estate agency.

A fairer model now exists for selling your house that doesn't cost you thousands, doesn't charge you for marketing someone else's property and doesn't charge you for unnecessarily expensive high street offices and ineffective advertising.

A Better Model Now Exists

Factors have come together to improve how houses are bought and sold:

- The mass adoption of the internet for searching for products and information.
- The dominance of Rightmove.co.uk listing 90% of all property for sale in the UK.
- Tesco raising awareness of online property sales.

The spread of the internet into people's homes means that they can now search for a new house from the comfort of their living room.

90% of buyers will start their search for properties on the internet, with virtually everyone heading straight to Rightmove.co.uk, which is visited by more people than [Amazon, SkySports or Tesco's websites](#).

This means you **no longer need to pay an estate agent to find you buyers because the majority are online and in one place**. Rightmove currently lists 9 out of 10 properties for sale in the UK, from more than 90% of the UK's estate agents. That's over one million properties that receive more than 60 million online viewings every month.

If you can get your property onto Rightmove you've instantly got access to the largest buyer marketplace, a role previously held by estate agents with their high street offices, newspaper advertising and 'unique' database of buyers. What Rightmove's growth has done is to remove any doubts a seller may have had about who has the buyers!

Choosing the right estate agent now is simply a matter of cost, negotiating skills and after sales service.

Media attention on the growing popularity of selling houses online was focused by Tesco's recent attempt to enter the property market.

In June 2007 they launched a private seller website which charged £199 just to be able to list your house online and to have a 'For Sale' sign to stick outside your door.

Tesco realised sellers wanted something different. People are busy and what we think they overlooked was the fact sellers are willing to pay a sensible fee for the experience of a professional to guide them through to a successful sale. Tesco withdrew their property service in September, and refunded the fees to all those who'd applied.

Tesco are aware of the potential for a new estate agency model, and they're now making another attempt to enter the market. What they've learnt is it's crucial to get properties listed on Rightmove. [But they've already been refused](#) entry to the internet's dominant portal for buyers.

Tesco cannot get your property onto Rightmove.

But we can.

We Provide a Fairer, Less Expensive Way to Sell Your House

We're not the first to challenge the existing model; private seller websites have sprung up everywhere offering to list your property online. Where we differ is that unlike most of them we can get you onto Rightmove, and unlike all of them we're traditional estate agents who can eliminate all the time consuming aspects of selling property and provide specialist knowledge and support for a sensible fee.

As a private seller you cannot list your house on Rightmove, neither can many of the websites that have cropped up, and neither can Tesco.

We can, and charge just £197.00(+VAT) to get your property listed in front of Rightmove's millions of buyers.

£197.00(+VAT) is the true cost of marketing your property. We don't profit from this fee because it's just what it costs for us to create your marketing details and list you on Rightmove.

Currently, estate agents can charge you up to 2% of your property value as a fee.

But is this fair when they're supplying exactly the same service for every house?

They do it because they have to cover the costs of the seriously flawed and outdated 'No Sale No Fee' model.

**For every house that sells two or three don't
and their marketing costs have to be paid by the people who do sell
That means YOU!**

We charge £649.00(+VAT) commission on completion. This is a sensible fee is for our years of experience in qualifying buyers, arranging viewings, qualifying offers, negotiating the best price and driving the sale through to completion.

...And it's not cheap, it's the true cost of selling one house that hasn't had to be bumped up to cover the costs of failed sales.

Tesco's model was flawed because they failed to realise how crucial getting listed on Rightmove is, and sellers want the expertise of an estate agent to negotiate the best price and to push the sale through to completion.

We provide a hybrid model that combines the cost savings of an internet sale with the expertise of an estate agent.

We can get your property onto Rightmove and in front of their millions of buyers, and sell your house for thousands less than high street agents.

[Even the estate agents agree](#) what we're offering will be the mainstream model in years to come. We're just offering you that model now because we know the conditions are right.

We aren't burying our heads in the sand like the competition, but offering a fairer, less expensive way to sell your house and pass the significant cost savings onto you.

So pass the message on...

In this report we've provided you with information other estate agents would prefer you not to know. We've realised and accepted that the 'No Sale No Fee' offer is no longer needed, and that a fairer, less expensive estate agency model is now possible.

If you know anybody who is thinking about selling their property now or in the near future then we implore you to share this report with them.

Not only will they thank you for opening their eyes to the real cost of 'No Sale No Fee', but you'll also potentially have saved them thousands of pounds wasted paying for someone else's marketing costs.

If after reading this report you've decided that you would like to take advantage of our model and work with a forward thinking, innovative estate agency then please visit our website or send us an email, and we'll show you why:

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