

MISTAKE 6

SELECTING A CHEAP AGENT

Cheap agents get cheap prices.

Be careful choosing an agent based purely on their selling fees. If agents give their own money away what do you think they will do with your money?! Better to pay an extra one percent for a selling fee than to receive ten percent less on your selling price.

Good negotiators rarely give big discounts on their fees. If they get you the best market price, they are worth a fair fee.

Choose an agent who offers a guarantee. If you are not happy, you pay nothing. And remember, ALL fees can be negotiated.

“If agents give away their own money, what do you think they will do with your money?!”

