

FEES & VALUE

Cheap is not automatically inexpensive

Listing compensation is negotiable and always has been. A lower fee can save you money, but only if the outcome holds up.

A 1% fee is not automatically a bargain. A 3% fee is not automatically justified. Make the agent show you what you are paying for.

Compare the fee against what gets done, and against how often that agent's listings sell at all. Saving half a point does not cover a listing that sits a year and sells 4% under where it started.

SUMMIT COUNTY DATA

Of 2,070 local properties that failed once and later sold, about a third changed agents. Once you account for the price cut that usually came with the switch, **changing agents showed no measurable improvement in what the property sold for.** What moved the outcome was price.

The agent still matters — most at the beginning, when the price gets set. A new sign at the same price is not the fix.

SELLER TOOL • ASK BEFORE YOU SIGN ANYTHING

- ☐ What is your listing-to-sale record in this price range?
- ☐ How many of your listings expired or were withdrawn last year?
- ☐ How close do your listings sell to the original asking price?
- ☐ What marketing is included, specifically, in writing?
- ☐ Who handles the transaction once we are under contract, you or an assistant?
- ☐ Who covers photography, staging, cleaning and any pre-listing work?

TUCKER'S TIP

Ask what happens when a listing struggles. Every agent has a good answer for the property that sells in a week. The useful answer is what happens in month two.

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The full playbook is free at SoldInSummit.com/summit-county-seller-playbook/

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