




**Clarkes**

RESIDENTIAL SALES & LETTINGS AGENCY



**How much  
OR HOW LITTLE  
should I pay an estate  
agent ?**

 **OnTheMarket.com**

**rightmove**   
find your happy

[www.clarkesproperties.co.uk](http://www.clarkesproperties.co.uk)  
Registered Company Number  
9094795



**The average high-street estate agent fee is 1.3% including VAT**, according to conveyancing firm MyHomeMove as reported by **Which?**

However, this figure can vary from 1% to 3.5%, depending on a number of factors including whether you are using one agent or multiple agents.

### **Should you choose the cheapest estate agent?**

The Which ? home movers guide states *“while the estate agent's fee can seem like an eye-watering sum, it's not always advisable to choose the company offering to sell your home for the lowest fee. Getting the highest price possible for your home isn't always possible while paying the lowest fee.*

*The best estate agents often do charge slightly higher fees than their rivals and have high quality property adverts and skilled sales negotiators.*

*You're likely to have a lot of contact with your estate agent over the coming weeks and months, so it's also worth thinking about who you'd be happy to do business with. Getting an acceptable offer for your property is also only half the job done. Progressing the sale through to completion also requires a lot of effort and experience.”*

If keeping costs to a minimum is a priority, you might want to consider using an online estate agent or “listing only” agent. Here you will only pay for the advertising or “listing” and will need to do the rest yourself. Be aware though, initial studies show that Listing Only property sales obtain a lower % of the asking price and have a higher fall through rate than the conventional Full Service estate agency sales. Another factor to keep in mind is that online agents are paid to list the property with little or no commission at all for selling it.

Here's a typical breakdown of the marketing activity and expertise involved in Full Agency and Listing Only property sales.

	Typical On Line Only Agent	Typical Hybrid Agency	Full Agency CLARKES
Arrangement of EPC (£99)	✓	✓	✓
Arrangement of Floorplan (£49)	✓	✓	✓
Professional Photo Shoot	✓		✓
Advertised on Rightmove.co.uk	✓	✓	✓
Advertised on OnTheMarket.Com			✓
No Tie In Period			✓
Recognised For Sale Board			✓
Aerial Photography			✓
Video Trailer			✓
A3 Colour Brochure		✓	✓
Advertised in Estate Agents Window			✓
No Sale No Fee		✓	✓
Property Details mailed out to 1000's of Registered Buyers			✓
Outbound buyer call out alert about your property			✓
Accompanied Viewings with an experienced negotiator - 7 days a week		✓	✓
Buyer feedback on every viewing and enquiry statistics			✓
Customised Advertising & Promotions (eg Informal Auctions, Open Days, Gifted deposits)			✓
Advertised in House or Society Magazine			✓
Dedicated Experienced Conveyancing Co-ordinator - mobile available 24/7			✓
Survey Assistance - mobile available 24/7			✓



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