

# Sell & Save

**Times have changed.** You save money buying prescriptions and contact lenses via the Internet. You purchase airline tickets, rent cars and book hotel rooms without transaction fees online. But, sell your house and you still pay a five to six percent commission. Why?

The days are gone of agents digging through books of listings and informing buyers about the town, schools, etc. The world wide web has changed that forever. Now, perspective buyers do a lot of that work themselves before ever even picking up the phone to call an agent. Still, some brokers try to retain the same high commissions. Let's cut to the chase... real estate agents who charge a high commission want homeowners to think that they have to pay five or six percent in order to sell their home in this market. The fact is that they don't. It has been proven time and again that the most effective marketing tools are the MLS, yard signs and the internet (*mainly Realtor.com*). That's how homes are sold... period.

Many home sellers think if they retain a large brokerage company, all of the agents in the office will be trying to sell their home. There is rarely an incentive for an agent to sell a home listed by another agent in the office. Agents typically rely on the MLS for information on homes for sale regardless of who has the listing. The MLS levels the playing field, so don't worry about the size of the brokerage. Focus instead on the strengths of the agent.

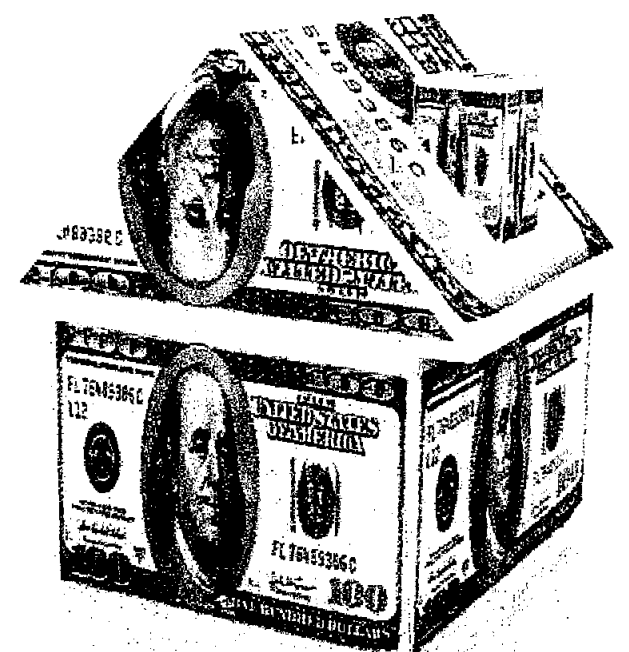
One thing many home sellers overlook is the fact that smaller brokerages are often comprised of more experienced agents. A lot of new agents get their start at large brokerages, while experienced agents often leave to start their own brokerages. My family has lived in Southlake for almost twelve years. We have bought and sold homes in this area personally. We always thought it was crazy to pay upwards of \$40,000 in commissions when the average priced home in Southlake is over \$600,000.

My wife, Sabina, and I have been in residential real estate in the area going on seven years. We started with a "big name" broker company. While they taught us a lot about the business, they very much frowned on our charging less than 6% to list a home. If we did, the difference would come out of our pocket. They would not let us advertise a reduced commission.

After our first year, we went into business for ourselves and started The Robinson Team. Determined to set ourselves apart, we decided on a commission structure based on a decelerating scale where we never charge more than 4.5% (*and as low as 3% total commission*) to list a home.

The biggest advantage to us is no more haggling over commissions with our perspective clients. The biggest advantage to the seller is saving substantially while still receiving full-service and professional real estate marketing. This includes state of the art photography and virtual tours presented on important web sites and the MLS, which is vital in today's real estate marketing.

Selling and marketing your home in this area and in this market is a complicated process. It does require the use of professionals. Remember, the commission you pay does not ensure value. Select a real estate agent who is licensed, qualified, experienced, knowledgeable of the area and ready to represent your best interests.



For your real estate needs, please contact Hal and Sabina Robinson at (817) 481-5711 or visit their website at [www.TheRobinsonTeam.com](http://www.TheRobinsonTeam.com).