

3 Thing Your Estate Agent Won't Tell You (But Really Should)

For years estate agents have had a bad name. Much of that comes from the fact that many people feel they are being overcharged for an inefficient service.

What's more, estate agents have a reputation for dishonesty. And that's not necessarily untrue as there are some things your estate agent simply won't tell you. Here are the three biggest secrets:

1) You're Overpaying For A 'No Sale, No Fee' Service

Did you think that selling on a 'no sale, no fee' basis was a 'no-brainer' and completely free of downsides? All of the risk is shifted to the estate agent. What's not to like?

Well, how about the fact that in order to calculate the price to charge you, estate agents have to take into account all of the properties they fail to sell?

Think about it. If they only sell one in every three properties they list, they need to ensure that the profit they make covers the costs of all three properties.

That means, when you choose to only pay on completion, what you gain in minimising your risk, you lose in paying to cover the costs of people whose properties didn't sell.

That's why if you are serious about selling, we recommend using an [estate agent that charges a fixed, upfront fee](#). Why pay more than you need to?

2) They Don't Know How To Write A Good Description

Estate agents are not marketers. Sure, they may offer 'marketing' packages for selling your property, but they're not marketers in the true sense of the word.

Most estate agents are simply there to do the admin work that's needed to sell your property, not the actual selling.

And that means the vast majority of estate agents write dull, uninteresting property descriptions. Why? Because that's what everyone else does.

There's a real herd mentality, no one is thinking for themselves. Worse still, no-one is actually TESTING what works or trying different methods.

Yet marketers do test. Marketers understand how emotion sells a product. Marketers know not to simply do as everyone else does.

That's why, when you need a property description writing you should turn to a marketer, NOT an estate agent.

We wrote a detailed post on [writing property descriptions here](#).

3) You're Better Off Conducting Your Own Viewings

When someone comes to view your property, you only have one opportunity to impress them.

Think that your estate agent has your back here and knows what they are doing?

Sorry, think again. **The vast majority of estate agents are terrible at selling properties.**

If you don't believe us, we have proof. Check out [this video](#) that backs up our point perfectly.

Most homeowners can sell their property better than any estate agent. **All that is required is a basic understanding of how peoples minds work when making a decision to buy something.**

And that's something we covered in our article on [how to conduct your own house viewings](#).

Read the full, detailed post: [3 Things Your Estate Agent Won't Tell You](#)

Here's a selection of other articles we've published that you may like:

[How To Negotiate A Higher House Price When Selling](#)

[Which Are The Best Online Estate Agents To Use?](#)

[Why Are Estate Agents So Expensive?](#)

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