

Flat Fee Brokerage vs Traditional Agent

FLAT FEE BROKERAGE

Listing your home with a flat fee brokerage, also known, as a discount brokerage is not much different than listing with a traditional agent. Selling your home through a flat fee broker will get your home listed on the Multiple Listing Service (MLS) to gain maximum internet exposure, and provide marketing tools, all for a one time flat fee. A traditional agent will do the same and not much more for 6%! Using a flat fee listing broker the For Sale By Owner (FSBO) is in control of their listing 100% of the time. Be cautious when comparing flat fee services, some of their less expensive packages will not include a listing on the local MLS, only on their own website. With MySecretAgent your home will be listed on the same MLS as with any traditional agent! All of our packages include the MLS listing.

MySecretAgent allows all FSBO sellers to be in control of their listing 24 hours a day via online account. You can change the price, photos, description, etc. at any time. You will handle showings by appointments, control access and answer questions about the property. Who knows a home better than you? Is that worth 6%? We at MySecretAgent don't think so! Any homeowner selling on their own can do this with the help of the MLS listing by MySecretAgent.

TRADITIONAL AGENT

How many of you had agents promise they can sell your home better than the next? When they did get your listing you were not getting the result they promised. Yes, they may have a different approach to marketing within their network, but the main tool they use is the MLS. When a traditional agent, as well as a discount broker gains your listing, they place it on the MLS. The MLS plays a huge role in both agent's network and marketing.

A traditional agent's main goal is to list your home on the MLS to expose it to other agents and buyers, leading them to show your home and eventually sell it. If another agent brings a buyer the 6% commission is split between the listing agent and the buyer's agent. For example, on a \$200,000 property \$12,000 is paid to the agents involved (6% commission), even if a buyer contacts you directly.

The listing agent will list your home on the MLS, place a yard sign in your front yard, host 1-2 open houses and assist in paperwork. Most sellers are capable and feel comfortable doing this on their own. State laws require a licensed agent to list a property on the MLS therefore giving traditional agents the upper hand over FSBO sellers. When analyzing the role of a traditional agent it is hard to justify paying thousands in commissions when you can get the same result listing with MySecretAgent, a top discount broker.

MYSECRETAGENT

MySecretAgent.com, a top discount real estate brokerage, allows savvy home owners to sell their home without paying a 3% listing commission fee, maximizing local and national internet exposure through the MLS (State Accredited Multiple Listing Service), and stay in control of the home selling process. MySecretAgent.com provides the tools and customer service to the For Sale By Owner (FSBO) sellers to effectively sell a home and maximize the their equity.

Check out the comparison chart showing the differences and similarities of a flat fee brokerage and a traditional agent with one BIG difference: the amount you will save with a flat fee broker is significant!

<http://www.mysecretagent.com/compare.html>