

The professional service fee for my services is **six percent of the property sales price**. This is the standard fee structure for my enhanced program (except for return clients or those properties priced over one million dollars).

These are my reasons:

- Some selling agents expect to receive a certain amount of money for their work (we'll never know if there is a buyer-agency agreement in which the buyer provides the financial difference) or they won't show your house. **That's definitely not in your best interest.** But we'll offer 50% of the service fee to the selling agent (except for the *Smart Move*® program).
- I treat my clients equally which means I offer the same three choices for my professional services with no fee discounting except for the two exceptions.
- I've worked hard to establish my professional reputation. I maintain my expertise through elective education and I'm worth every penny of my professional service fee.
- I deserve to make a profit in my business. I manage my real estate career as a business (or I go out of business and that's not an option).
- In order to maintain my business, I need a certain number of transactions (sales) to achieve my profit goal. If I were to reduce my professional service fee for you, then I would need to do that for all my current and future clients who want me to represent them in the sale of their homes. Since this would result in a net financial loss, I would need to allocate more time towards personal marketing in order to gain more prospective clients. This would require that I spend less time paying attention to the marketing of your house. **This is not in your best interest either.**

When you finally decide to "hire" me you'll quickly realize you're getting a real professional, not someone who treats you and your family as just another statistic once the listing paperwork is signed. And from whom you may never see or hear again until the listing is about to expire or it's time for another price reduction.

Selling your house is all about **leverage**. As long as we have leverage there's a greater chance of negotiating terms in your favor.