ONE PERCENT

REAL ESTATE

GOLD COAST

1.1% Selling Fee

Sell Smarter

Your Property.

Your Profit.

The 650% Property **Price Growth**

In the year 2000, a $500,000 property in many Australian markets could now be worth more than $3,000,000.

That's around 650% growth.

Over the same period, wages and salaries certainly haven't grown at the same pace.

So why are sellers still paying commission structures built for a completely different market?

The value of homes has dramatically increased over the last two decades, but the process of selling it hasn't changed. Market property, attract prospects, negotiate, transact, repeat.

Infact, advancements in technology have made an agents life a whole lot easier.

And yet, many agents are still charging percentages that result in commissions large enough to buy a luxury car from a single transaction.

This is your asset. Your repayments. Your risk. Your years of holding the property while the market grew around it.

The Bottom Line

Small percentages become very large numbers when applied to property prices. And most sellers don't realise how much they're actually handing over until they see it in dollar terms.

Sale Price	3.3% Comission	2.75% Comission	1.1% Selling Fee
$1,000,000	$33,000	$27,500	$11,000
$2,000,000	$66,000	$55,000	$22,000
$3,000,000	$99,000	$82,500	$33,000
$4,000,000	$132,000	$110,000	$44,000
$5,000,000	$165,000	$137,500	$55,000

A better sales result doesn't come from paying a higher commission. It comes from strategic pricing, strong negotiation, buyer competition and effective marketing.

Who Has Their Eyes **On Your Home?**

Real estate agents play a role in the sale process. But when commissions become excessive, it's fair to ask an important question:

Why should someone else benefit disproportionately from the growth of your asset?

Australian homeowners have already done the hard part. They purchased the property. Held it through changing markets. Managed repayments, maintenance, and risk.

The market growth over the last 20+ years has created enormous equity for homeowners, not agents.

The reality is most buyers today come from the same two places:

realestate.com.au
domain.com.au

That means success is less about inflated fees and more about:

- how the property is positioned
- how competition is created
- how buyers are managed
- how the campaign is executed

The Bottom Line

You shouldn't have to choose between:

- great service
- strong strategy
- and fair fees

You can have all three. Because selling smarter isn't about spending more. It's about understanding where the real value comes from.

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