

What Groucho Marx Can Teach You About San Diego Real Estate Fees

There's an old line from a Marx Brothers movie where Groucho says, "I'd never join a country club who'd have me as a member." ***And that same thought applies to San Diego real estate fees:***

The last agent you'd want to hire is the discount broker or weak agent who'd slash their fee to get your business.

Why?

In San Diego real estate, like most things in life, the universal law of "you get what you pay for" holds true. Perhaps more than ever. If an agent is such a poor negotiator when it comes to his or her own fee, *guess what's going to happen if they're negotiating \$100,000s of YOUR money?*

You're right. It can get ugly—and cost you big bucks.

A *strong* agent will...

- Do powerful, effective marketing that gets multiple parties interested, putting you in a position of strength
- Know how to convince the agent or buyer that your home is worth more
- Negotiate with confidence and experience

...While a *weak* agent will reach agreement by rolling over and surrendering your hard-earned money.

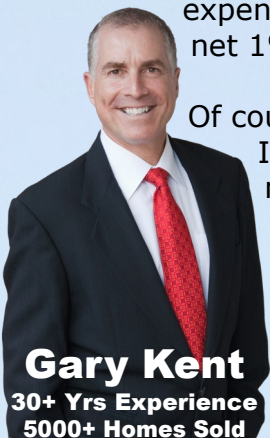
I see it every day: A weak agent or discount broker has a home for sale. We bring an offer. Their seller-client gets steamrolled in the negotiations and loses thousands, while our client makes out like a bandit. Of course, I don't mind. My job is to do what's best for my client. But I do feel just a bit bad for that poor person on the other side who's being represented so feebly.

Need more convincing? Then consider this:

There's a cost of doing business correctly. San Diego real estate agents WISH they made 6% after expenses on every home sale. When I represent a San Diego home seller, I'd be lucky to net 1% after costs for my time and effort.

Of course if I spent little on marketing, next to nothing on staff, and scrimped on service, I could charge less. But that wouldn't save my clients money. It would COST them money. That's not what I want, nor is it what you'd want.

So my advice is to remember Groucho's old line... And call me at (858)457-KENT when you're ready to sell your home!



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