



## REAL ESTATE AND YOU

Jamie Johnston

### Negotiating the commission

(NC)—Why would someone in Real Estate even raise such a question? Why not? Doesn't everyone who sells a house talk about it or, at least, think about it?

You know, Real Estate is one of the last areas where people can negotiate the price. In major department stores you simply buy at the sticker price. But in Real Estate, you get a chance to negotiate over the price and all the other terms relating to the purchase agreement.

Negotiating the commission is just another form of negotiating the price.

The time to negotiate the price or commission is when you list the house, not after it's been sold.

If the offer price is not what you expected, then don't expect to make up the difference by saving the commission. Simply, don't accept the offer or counter it.

The time to negotiate the commission is when you list your property for sale. At that time you make a contract to pay the broker a fee for service.

What you want at that time is the best value! Don't confuse that with the lowest commission price. By value, I mean comparing the price or commission you will be charged to the level of service you will receive to market your property correctly. In many instances, the lowest commission rate usually translates into the lowest level of service (just as the brass ring)

always costs less than the gold ring)

So, when you are negotiating, remember that some companies set a minimum commission they will accept. This is because they are committed to delivering a certain level of service which costs more than what other brokers are prepared to offer.

### The Non-selling Manager

(NC)—You will recall other columns where I said that you should evaluate your salesperson and also the Real Estate Company when you are selecting someone to sell your property.

So, why then is a non-selling manager important to when you sell your property? Just think about it! What other business lets salespeople out in the market place without a full time manager to report to?

So, what does the non-selling manager do? First, he is the support for the salesperson. If a problem arises, two heads are better than one. Second, the manager acts as a resource for the salesperson. The manager can promote your property to other branches or get the direct buyers from other salespeople to your salesperson and property.

What happens if your salesperson is unavailable at a key point in time? Again, the manager can step in.

Finally, what happens if you are unhappy with your salesperson? You can simply go directly to the manager. And, you know that manager will be available for his sole job is to assist salespeople in working with their clients.

If the manager is also selling, then, chances are they won't be available or won't have time. After all, he's out there selling, too, and has the same types of problems as his salespeople.

In many instances, the non-selling manager, working behind the scenes can make the difference between a sale and no sale.



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### TOWN HALL

This is a correction of a previously published article. The Temperance Group built the frame hall for their meetings. In 1854 they deeded it to the Common School No. 10 trustees for Georgetown. The school would use the basement, the upstairs would be available for Temperance meetings and a Town Hall. As the school population grew, both floors were used. Finally in 1869 Chapel Street School was built and the town assumed use of the whole building. There was a lock-up in the basement. However, the town had never spent much money maintaining the structure and consequently it became rather shabby in appearance.

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Many thanks to Mark Rowe who wrote this article, plus the one that follows next week, in correction of a previous story about the Town Hall. Your comments are invited



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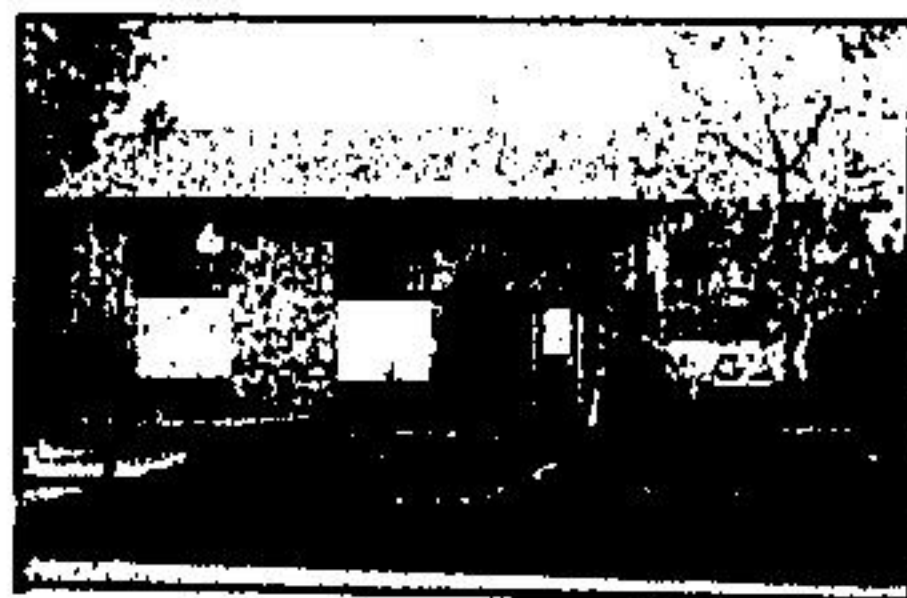
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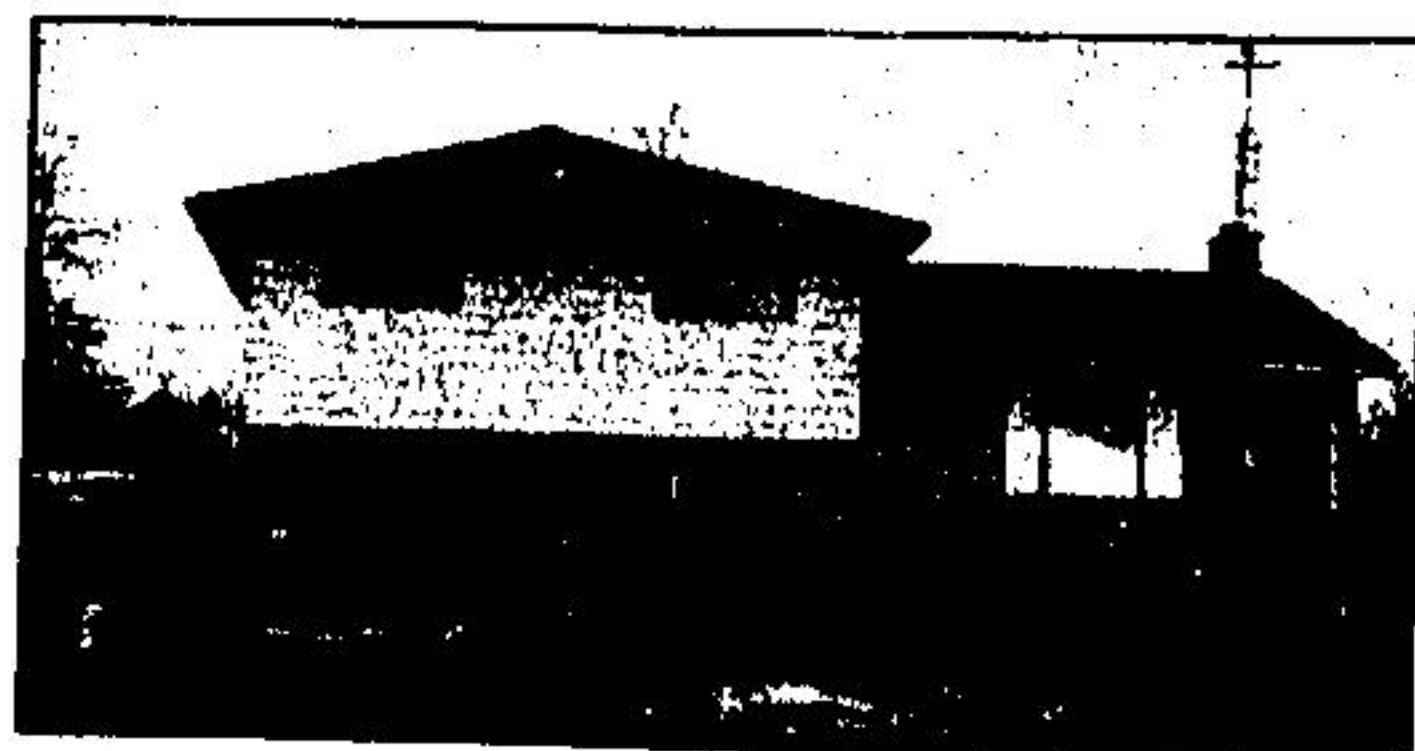


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