SELLERS / FREE DOWNLOAD

Comparing Estate Agent Fees and Services

Know what you pay for and what you do yourself.

Compare the total fee

Percentage commission, fixed upfront fees, VAT treatment, photography, floorplans, portal coverage, accompanied viewings and progression services vary. Ask for all charges in writing.

Understand standard Alexandria Hamilton options

The website currently offers £695 Zoopla and £895 Rightmove + Zoopla packages. In its standard model the homeowner provides listing information and photographs and conducts viewings; the agency reviews the advert, handles enquiries, appointments and offers. Full-service options are quoted separately.

Check the contract

Look at any withdrawal charges, cancellation rights, exclusivity, the length of the agreement, referral fees and what happens if a buyer is introduced after cancellation.

Measure value, not just price

A lower fee is useful only if the service suits you. Consider the time you can spend preparing your listing, doing viewings and responding to enquiries.

Plan your net proceeds

Estimate the sale proceeds after your remaining mortgage, agent fees, legal work, repairs and moving costs. The biggest headline saving is not necessarily the best total outcome if the service does not fit.

FIVE QUESTIONS TO ASK

☐ What precisely is included?

☐ Who conducts viewings?

☐ Where will the home be advertised?

☐ Are there extra fees or tie-ins?

☐ Who manages offers and sale progression?

COMMON MISTAKES TO AVOID

- Comparing prices before reading inclusions
- Assuming every fixed-fee package includes photography
- Overlooking cancellation terms

TRUSTED SOURCES

https://www.gov.uk/selling-a-home

General information, not individual legal, mortgage, financial, valuation or tax advice. Rules and rates may change; check current official guidance before acting.