

WHAT'S the DIFFERENCE BETWEEN DISCOUNT and FULL SERVICE BROKERS?

If you are considering selling your home, you have likely seen ads for brokerages who will list your home for a discounted commission — or even a flat fee — but provide minimal services in return. What does this look like during the transaction? Check out the chart below to see the comparison.

	DISCOUNT BROKERAGE	FULL SERVICE AGENT
LISTS HOME ON MULTIPLE LISTING SERVICE (MLS)	×	×
MARKETS YOUR PROPERTY TO COLLEAGUES WITH BUYERS		×
COVERS MARKETING COSTS		×
CONDUCTS OPEN HOUSES		×
NEGOTIATES FINAL SALE PRICE		×
TRANSACTION COORDINATION THROUGH CLOSING		×

SOURCE: Georgia REALTORS®, 2023

Remember, only a full-service agent will guide you through the entire process — from listing your home all the way through the day of closing. **Contact a REALTOR®** today to make the first step on a successful selling journey.

