

Service

Many brokerages and real estate agents offer a variety of services. Some will claim they offer full service at a discount. Here is the typical difference between using a discount broker versus a full service broker.

Discount Broker

- MLS Listing Input**
The primary service provided by discount brokers is listing your property on the MLS, a database of properties for sale that's widely used by real estate professionals. This ensures your property is visible to a large number of potential buyers and real estate agents.
- Photography**
They will sometimes order professional photography, but more often than not it is cell phone pictures.
- Some Internet Advertising**
When it comes to internet advertising, it will likely only be advertised on their personal website.
- Flyers**
Basic flyers for yard signs, and sometimes they will display them inside the home.
- Pricing Advice**
They'll generally provide some level of advice on how to price your property, based on current listings and recent sales in your area, but this might not be as comprehensive as the market analysis provided by a full-service broker.
- Basic Marketing Material**
Some discount brokers may also help with photography and the creation of your listing description, but the quality and extent of these services can vary significantly.
- Minimal Negotiation and Closing Support**
Discount brokers offer limited assistance during the negotiation and closing stages. Some may provide online resources or over-the-phone support, but many expect sellers to handle these aspects of the transaction themselves.

Full Service Broker

- Pre-listing Preparation**
Before listing your property, a full-service broker will help you prepare your home for the market. This could include recommending necessary repairs or improvements, advising on curb appeal enhancements, and suggesting home staging strategies to make the property more attractive to potential buyers.
- Professional Photography**
Which often includes drone photos and twilight photography
- Yard Sign With Brochure/Flyer Box**
Each home listed for sale will have a sign out front with custom full color flyers displayed in the flyer box and will be replaced and refilled as needed.
- High-Quality Marketing Material**
They'll arrange for professional real estate photography and videography, and may even provide 3D virtual tours. Along with this, they will create attractive listing descriptions that highlight the unique features and selling points of your property.
- Open House**
Full service brokers will host open houses for the property including neighborhood specific marketing.
- Comprehensive Market Analysis**
Full-service brokers conduct a detailed analysis of the current real estate market in your area, comparing your home with similar properties on the market or recently sold. This helps in determining a competitive listing price for your property.
- Individual Property Websites**
Each property listed specifically with a CENTURY 21 Real Estate Center full service broker will have it's own unique website.
- Extensive Advertising**
Full-service brokers use a wide range of marketing and advertising channels to promote your property. This includes listing your property on the MLS and various real estate websites, hosting open houses, utilizing social media, sending out direct mail, and leveraging their network of other real estate professionals to find potential buyers.
- Negotiation and Contract Assistance**
Once an offer is made, your broker will help you understand the terms, negotiate the price and conditions, and draft or review the purchase agreement. They'll also manage communications with the buyer's agent.
- Closing Process Guidance**
From coordinating home inspections and appraisals to helping you understand the closing costs and procedures, a full-service broker provides guidance and assistance until the deal is successfully closed.

