

BENEFITS OF A SOLE MANDATE

1. All buyers are funneled through one Agent
2. Creates a healthy platform for competition
3. Eliminates any race for a “quick low offer”
4. Provides time to secure the highest price
5. There is only one pool of buyers
6. Only one reason is given for selling
7. Generous advertising budget
8. Viewing times set
9. Far greater security
10. Written intention to sell implies a serious seller
11. Avoid risk of double commission claim
12. Monitoring and control of agent’s marketing plan
13. Control over marketing price: one Agent, one price
14. Moral commitment between Agent and seller
15. Agent provides regular activity reports
16. Property will not be abused as a springboard
17. Consistent advertising – consistent showhouses
18. No over-exposure of the property
19. After sales service
20. No mandate – no motivation