

BENEFITS OF A SOLE MANDATE

1. All buyers are funneled through one responsible agent
2. A mandate creates a healthy platform for competition
3. It eliminates any race for a "quick low offer"
4. It provides time to secure the highest price (professional)
5. There is only one pool of buyers
6. Only one reason is given for selling
7. The agency will provide a generous advertising budget
8. Viewing times are set according to your schedule
9. Far greater security as one Agent has access
10. A written intention to sell implies a serious seller
11. You avoid risk of double commission claim
12. You can monitor and control of the agent's marketing plan
13. Control over marketing price: one agent means one price
14. Moral commitment between the agent and seller
15. The agent provides regular activity reports
16. Your property will not be abused as a springboard
17. Consistent advertising = consistent show houses
18. No over-exposure of the property through one campaign
19. After sales service provided by the agent
20. No mandate means no motivation, which means no sale