

AGENTS AND OVERQUOTING

In an era where transparency and accountability are increasingly demanded across all sectors, it is time to ask a bold question of the real estate industry: "What if agents were required to guarantee the price they quote on a property and if they fail, the seller could decide whether to pay their commission?"

With competition extremely competitive for listings in a tight market, many agents are quoting unsubstantiated prices to "win" the business and convince the property seller to appoint them.

For decades, property sellers have relied on agents to provide accurate, evidence based price estimates. Yet many home sellers are experiencing the frustration of overquoting and overpromising or shifting price guides that leave them uncertain and financially exposed. Introducing a performance based commission model would fundamentally reshape this dynamic.

Under such a system, agents would be incentivised to provide realistic, data-driven price expectations from the outset. A quoted price would become more than a marketing tactic, it would be a professional commitment. If the final sale price fell significantly short of the agent's own valuation, the seller would have the right to reassess the commission rewarding accuracy and penalising inflated promises.

This proposal is not about punishing agents. It is about elevating the profession. The vast majority of real estate professionals work hard, act ethically, and deliver strong outcomes for their clients. A guarantee mechanism would distinguish these high performing agents from those who rely on optimistic estimates to win listings.

Most importantly, this model would restore confidence for sellers. It would create a fairer, more transparent marketplace where trust is earned, not assumed. As property remains one of the largest financial decisions Australians make, the industry must evolve to meet modern expectations of accountability.

The conversation starts here. If we want a real estate sector that truly serves its clients, then guaranteeing quoted prices and linking commissions to performance deserves serious consideration.

TESTIMONIAL

MONICA WENT ABOVE AND BEYOND

From the first phone call with Monica, she was professional. Lovely to talk to. Supportive when I needed help with what was needed for selling. Kept me up to date all the way through. Made a stressful time a lot easier. Highly recommend Monica.

Verified by RateMyAgent

**Review submitted by A Evans (Seller) –
35 Obi Obi Rd, Mapleton**



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