

Consumer Report's Survey of Home Seller Satisfaction Among Brokerages And the Effects of Discount Commissions



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“The Big Brokers don’t Differ Much”—Consumer Reports

In a survey of home sellers conducted by **Consumer Reports**, they found nearly zero difference in the satisfaction level between any of the major franchise brokerages. There was a scant 2% difference in the range of satisfaction home sellers felt between all of the major franchises combined, essentially making these franchise brokerages a generic means to accomplish a home sale.

To quote Consumer Report’s summation of the home seller survey *“our survey found few differences among the major real-estate companies, either in overall performance or on specific measures, such as success in attracting buyers.”*

Below are the actual satisfaction scores quoted in the Consumer Report’s survey. Please do note that the brokers independent of a franchise or large corporate name ranked in the higher score range.

Independent Agents	81
Century 21	81
Coldwell Banker	81
Prudential	81
Other Companies	80
Keller Williams	79
ReMax	79

In a separate, but related article on commission rates and home seller satisfaction, Consumer Report’s survey of home sellers stated that *“sellers who paid commission rates 3 percent or lower were just as satisfied with their brokers’ performance as those who paid 6 percent or more.”*

In yet another Consumer Report article they stated *“we found that paying an agent a lower commission rarely had any effect on the sales price.”* *“People who paid extra, in fact, were more likely to say they had regrets about the selling process.”*

As a REalMARKABLE note on the above paragraph and the specific Consumer Report’s quote that paying an agent lower than a 6% fee rarely had any effect on the sales price, this is because a broker does NOT cause a home to sell. Nor do they have any control over the value or sale price of a home. What creates value in a home, or causes a home to sell or not to sell are: economic conditions, location, condition, price, advertising, and negotiations and contingency management.

Please see **What Really Makes a Home Sell** for a greater explanation of these factors that cause a home to sell, and how you can maximize the sale price of your home.