

DIFFERENCES BETWEEN EXCLUSIVE AGENTS AND GENERAL AGENTS

EXCLUSIVE AGENTS

Property owners appoint **one** exclusive estate agent to secure the transaction

In order to secure the best offer for the existing owners, engaging with multiple estate agents may result in the diversification of the price due to lower interesting price offered by the other agents and thus affecting the property transaction

Appointing several estate agents will give a wrong perception to the potential buyers when there are numerous advertisements being advertised in the internet or printed media where this will bring to a perception that the property has no response

Prepare all sales transaction processes such as arranging with financial institutions, lawyers and valuers in dealing with SPA, application for loan, valuation services and property viewing

Owners do not need to entertain any enquiries from prospective buyers or agents and do property viewing as they will only need to deal with one estate agent that has been appointed

RAINE & HORNE INTERNATIONAL ZAKI + PARTNERS SDN. BHD. Have a network all over Malaysia since we have been in property industries more than 35 years

Deposited money from the buyer will be dealt professionally by RAINE & HORNE INTERNATIONAL ZAKI + PARTNERS SDN. BHD.

Publish advertisements in paid websites such as *iProperty*, *Propertyguru*, *propwall*, *mudah.my* and many more

Prepare weekly reports on the status of the selling property whether it receives a response or not

Advertise using banners & flyers

GENERAL AGENTS

Property owners appoint **more than one** estate agents to secure the transaction

Create unhealthy competition among the agents which will only allow the buyers to ask for lower offer thus affecting in the property transaction

The owners need to entertain several agents and reflect with the problem of interfering the focus with other tasks

The appointed agents will not give fully attention to market the property by showing less effort as the effort may go to waste when other agent has successfully locked the transaction

The appointed agents will not take the risk by putting an effort to issuing high cost for advertisements as there is no guarantee that the property will still on sale and the agents need to update the status from the property owner

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