



by Adam Smith

Naturally, every agency will tell you that they are different. But are they really or are they all doing the same thing just wrapped up in different coloured packaging?

So, why Iron Bridge Real Estate?

Our 'Home Truths' to show you why employing Iron Bridge can make all the difference in achieving a successful, low risk, low stress sale, and result in finishing the process with the most in your back pocket.

Home Truth # 1: GET A GUARANTEED SALE PRICE

Typical real estate methods have you, the home seller, carrying all the risk. Why? Surely it should be your agent. After all, they are the supposed experts and should know how to value your home, find buyers and negotiate for the best price. They should also be able to prove this to you, in detail.

At Iron Bridge, our belief is that we should carry all the risk and pay for all costs until we have successfully found you a buyer and the highest possible price, with the best possible conditions. Once unconditional, only then do you pay our commission – with no other expenses whatsoever.

What if we don't sell your home? Then you are free to go and there will be no costs charged to you. Not one.

How do we do this?

First, it is vital you get an honest appraisal on the value of your home. As we know, unfortunately real estate agents have a mixed track record/reputation around trust and honesty. So, how do you know if you are receiving an honest valuation?

The price range that they quote must be **guaranteed!**

At Iron Bridge we guarantee you the price range we quote. What this means is that should we get it wrong and your home sells for below our quoted range, you are released from any obligation to pay our commission. Yes, not one cent – nothing!

Planning on selling your home soon? When interviewing agents, make sure they too guarantee their price range. This gives you the protection and removes the risks associated with selling.

If you're interested to learn more about the Iron Bridge ['Price and Service Guarantee'](#), [give us a call.](#)