

# Position of the Swiss Chamber of Real Estate Agents SCREA on new brokerage models

Fixed price brokers and price breakers, often present as “online brokers”, are a reality in the real estate market. As a member of the SCREA, however, you do not have to be afraid of this competition. Because you have many advantages and arguments on your side. These need to be emphasized in customer contact and in self-marketing.

## **Arguments/strengths**

- Basically: As a SCREA member you stand for proven competence and tested quality. The SCREA label is a strong seal of approval that distinguishes you as an expert.
- As an SCREA broker you provide your customers with a (highly) personal and tailor-made service. This distinguishes you from fixed-price providers/price breakers who work with standardized processes and/or modules.
- Your customers can individually (and clearly) agree the scope and nature of your brokerage services with you; in contrast, the scope of services and terms and conditions of business are not always completely transparent in the case of fixed-price brokers/price breakers.
- As a (classic) SCREA broker, your commission is not due until you have successfully executed your order and the sale has been notarized. This is attractive for the customer. Fixed-price brokers/price breakers, on the other hand, often demand advance or instalment payments. With brokers who do not charge any commission at all, the buyer usually pays the commission; such a broker becomes a “servant of two masters” who no longer acts (can act) solely in the interest of the seller.
- Real estate transactions are complex and demanding. The involvement of a qualified (SCREA) specialist is therefore always worthwhile.
- Digital processes and online valuation tools are very practical aids in selling real estate. But they alone can never replace the personal and competent performance of an SCREA broker – at best they can only supplement it.
- Real estate transactions are a matter of trust. As an SCREA broker you are the person your customers trust.
- Customers who rely on quality are prepared to pay for it.

