



# BENEFITS OF A SOLE AGENCY AGREEMENT

## Confidentiality

Concerned about Confidentiality? With a sole listing you don't have to be.

Here at Barker Business we understand the importance of keeping the sale of your business confidential. With a sole listing there is much tighter control.

Allowing only one broker to handle the process, twinned with our stringent policies, results in there being little chance of confidentiality being breached.

Confidentiality is far easier to keep with only one broker in control.

## Better Price Achieved

A sole listing often results in the *best* price, not just the first price.

There are added benefits to granting a sole listing in terms of the price you receive. In our experience having only one broker in control of the sale usually results in a better price - this is simply because the broker will negotiate the best price, rather than just chasing the first deal in order to get the sale.

A sole agent knows that he/she is going to get paid so they will work harder to get a better deal.

## Service & Support

### Weekly Progress Update

As part of the unparalleled support we offer, we promise for the entire period of the sole agency agreement to contact you at least weekly with a detailed progress update. This service is not offered on a general listing.

## Marketing

Receive a dedicated marketing plan that is continually refreshed

Our in-house marketing department dedicate ample resources and time to marketing your business through the entire period of the Sole Agency Listing. Each business receives a dedicated marketing plan, including web advertising, database emails and other promotional activities. This is continually renewed to ensure your business looks fresh and receives as much exposure as possible.

With a general agency listing there is a smaller marketing focus for the initial listing period.

## Results

It's a fact!

A higher percentage of businesses are sold with a Sole Agency Agreement.

