

Data from the Consumer Reports National Research Center's Annual Questionnaire


What you get for 3% vs. 6%

We asked survey respondents who had sold homes how much commission they paid, then compared that with what they said they received for their money. The results show that the higher commission didn't always translate into more service for better results.

	Paid 3% or less	Paid 3% or more
Agent put ads in newspaper	55%	71%
Agent provided excellent guidance	56	59
Agent excellent at attracting good buyers	56	59
Home sold in less than a month	31	26
Seller took loss of \$50,000 or more	8	7

How satisfied are survey respondents?

Seventy-one percent of sellers in the survey said they were "very" or "completely" satisfied with their broker, while only 12 percent were dissatisfied. Most large real estate chains and independent brokers earned reader scores of 79 or higher.

Company	Reader Score	% that lowered commission
	0  100	
Century 21 Real Estate	81	67%
Coldwell Banker	81	64%
Prudential	81	67%
Independent agents	81	76%
Other companies	80	70%
Keller Williams Realty	79	67%
RE/MAX	79	77%