



MEDIA RELEASE

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THREE LOCALAGENTFINDER MYTHS THAT ARE COSTING YOU BUSINESS

LocalAgentFinder, a leading real estate agent comparison platform, is looking to dispel a number of common myths about its business model that it believes may be costing real estate agents valuable new opportunities.

Matt McCann, Chief Executive Officer of LocalAgentFinder, said that the first myth that needs debunking is the perception that prospects that come through the platform are not serious about listing: "Our data shows that two out of three homeowners who connected with an agent through our platform went onto list their property within 12 months," said Matt McCann.

"We believe this is because the sellers have already done much of their due diligence on the agents through the platform and can therefore make quicker, more informed and confident listing decisions."

LocalAgentFinder also recently announced that it increased the size of its call centre team by 300 per cent in order to better understand the needs of sellers and to further enhance the quality of opportunities that are provided to agents.

A second common myth about the platform is that it automatically disperses leads to all registered agents in a local area at once, despite the sellers' preferences. The truth, McCann says, is that LocalAgentFinder has recently made a change to focus its recommendation on the top three agents in a homeowner's area.

"We share a homeowner's details with a shortlist of three agents who are encouraged to reach out promptly to arrange an appraisal, giving them the best possible chance of winning the business. Homeowners do receive access to their local results online which they can use to view and connect with additional agents. However, historical data shows this occurs very infrequently," continued Matt McCann.

"The recent change not only simplifies the process for homeowners but also ensures homeowners are presented with the three agents most likely to secure the best possible outcome for their sale.

"We are a completely objective platform that is driven by unbiased data from independent sources. Contrary to what some may believe, agents cannot pay for a lead, pay for a favourable review or pay to be promoted over others on our platform.

"Consumers are becoming increasingly aware of the platform's independence and this is translating into more visitors to the site and more leads for agents," said Matt McCann.

The LocalAgentFinder website had over one million visitors and 65,000 registrations last year from property owners using LocalAgentFinder to review and connect with agents.

Another common myth surrounding the platform is that the only agents who use it are low performers, but nothing could be further from the truth according to Matt McCann.

"Many of Australia's top performing agents use LocalAgentFinder on a regular basis, including agents who have placed in The REB Top 100. A number of these very successful, award-winning agents have listed as many as 20 properties from LocalAgentFinder prospects, a clear indication of how the platform has helped them grow their revenue streams," said Matt McCann.

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Last month the business responded to industry feedback and introduced a new pricing model that caps fees charged by LocalAgentFinder on properties sold for a value above \$800,000. This means, an agent will pay the same fee on a property sold for \$8,000,000 as they would on a property sold for \$800,000.

“Consumers are demanding objective comparisons between various goods and service providers. They are looking for honest reviews from other consumers like themselves and independent performance data so they can make informed purchasing decisions,” said Matt McCann.

“LocalAgentFinder passionately believes that agents can generate tremendous value for their businesses by appreciating this trend and investing into understanding the platform, and being responsive towards leads.

“Despite the myths that may circle around the market, we passionately believe this statement because we have seen so many of the agents that we are partnered with achieve incredible success this way,” concluded Matt McCann.

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About LocalAgentFinder

[LocalAgentFinder](#)'s real estate agent comparison service is aimed at simplifying real estate agency selection. Established in 2007, LocalAgentFinder is Australian owned, with a network of thousands of great real estate agents nationwide. The online platform enables vendors to have more choice and control, and compare a wide range of great agents, including their fees in minutes. For more information, visit <http://www.localagentfinder.com.au>