

# NESTQUEST

- 4% commission at closing (3% if we act as buyer/seller agent). Only pay if we sell your home.
- Hyper local experienced agents who focus on just a few listings for maximum productivity.
- Technology platform that brings buyers direct, selling homes faster (35 days on average).
- Latest in VR, 3D tours, targeted search, dedicated team of editors, creatives, social and marketing ninjas to optimize your listing.

## REDFIN

- 1.5% commission + 3% commission for buy side.
- Online platform like Zillow not focused as a brokerage.
- Unmotivated agents paid whether the home sells or not with a high agent turnover.

## PURPLE BRICKS

- \$3,200 upfront regardless of whether your home sells + 3% commission for buy side.
- Focused on marketing their services rather than on agents and listings.
- UK company with no US experience.



- 6% commission.
- Big company mentality with hundreds of homes for sale - just another listing.
- Old school approach to marketing.
- Slow to innovate.