

## WHY TO SIGN AN EXCLUSIVE LISTING WITH YOUR

### WHY EXCLUSIVE LISTINGS ARE BENEFICIAL TO OWNERS



OWNER A



Signs an Exclusive  
Agency Agreement with one  
Agency

- Agency Handles all of the affairs of the landlord
- Agency invests money in advertising and marketing
- Agency protects the value of the property
- Agency shows the property
- Agency handles all of the calls
- Agency promotes property to other agents
- Agency



OWNER B

Decides to do an open  
listing with many  
agents



- Landlord must handle all inquiries from all agents
- Landlord must do all of the showings
- Landlord must do the advertising of the property as agents cannot take a risk as they are not exclusive agents
- It takes the property to sell/rent a lot longer time

**COST TO THE OWNER = COST TO THE OWNER**

