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“Maxlist” another tool in the Agent’s toolbox!

Maxlist.com.au is Australia’s first property professional’s Multi-Listing website whereby real estate agents and property owners have the option to invite other agents to introduce buyers and tenants for a nominated referral fee.

When listing the property the agent or the owner can nominate a fixed fee or a percentage of the price at any time the property is listed. There is no requirement to offer a fee but the higher the fee the more incentive for another agent to introduce someone to buy or lease the property.

It is not uncommon for real estate agents to refer buyers and tenants and Maxlist creates the perfect platform for these professionals to earn a fee and build relationships.

Maxlist is an adaptation of the original Multiple Listing System that was operational in some states as a form of a conjunctive listing activity between only estate agents with structured fees and by-laws. Maxlist was conceived based on the original system but suited for the web and today’s needs.

Roger Nicholas, Systems Manager of Maxlist sees this method of marketing properties and businesses to the public and property professionals will be popular as it is in line with a trend towards the sharing economy model.

Vendors and landlords are the ultimate winners as their properties receive exposure to real estate professionals at a low cost of \$29 for a standard listing until sold or withdrawn. Real estate agents gain by having an additional marketing method and listing tool, and for some creating a new income source if they are short of listings.