

Sellers 'could save thousands' online

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It was reported yesterday that the new trend for selling houses without the assistance of an estate agent can be more profitable than was first imagined – thanks to the increasing use of the Internet in property sales. There is the potential for users 'going it alone' to save thousands on agency fees if they act through a neutral property website instead of relying on an estate agency. It is thought that the new trend for online property dealing has stemmed from the house-price crisis, with sellers looking to save any money that they can.

This interesting new take on the property market has been backed by many industry experts - "The agent doesn't really need to be there," says Spencer Claydon, Managing Director of sell4less.co.uk. "For marketing and negotiating the sale of the average £400,000 London home, estate agents would charge nearly £10,000 in needless commission. If you cut out the middle man you can save yourself thousands."

Many sellers have been put off from the independent approach through the belief that it is a confusing and time-consuming process, but websites such as sell4less.co.uk make the process easy – it is stated that an advertisement can be produced in under an hour. With such a simple procedure, it is expected that more and more sellers will turn to the independent approach in the property market.