



Fee testing worksheet

How to increase your fees without losing listings in five steps

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Printable
worksheet



Step 1

Assess your current fees

What is your current standard fee percentage? _____ %

What are your typical competitors charging? Low end: _____ %
High end: _____ %

How often do sellers push back on your fees?

- Rarely Sometimes Often

Step 2

Identify your fee increase strategy

New proposed fee: _____ %

What additional value will you emphasise to justify the increase?

- Enhanced marketing (professional video, social media ads)
- Superior negotiation skills
- Faster selling time
- Premium placement
- Other: _____

Step 3

Prepare your pricing presentation

How will you frame the fee increase in conversations?

What objection do you anticipate, and how will you handle it?

Step 4

Test and track results

How many new valuations will you trial this increase on?

- 3 appointments
- 5 appointments
- 10 appointments
- Other: _____

How did clients respond?

- No pushback, accepted new fee
 - Some hesitation but agreed
 - Significant resistance
 - Comments: _____
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What adjustments do you need to make?

- Improve explanation of value
- Introduce a tiered pricing model
- Offer additional marketing perks
- Other: _____

Step 5

Refine and roll out

Based on feedback, what is your final fee adjustment? _____%

How will you introduce this across all listings?

- Immediate rollout
- Gradual increase over ___ months

What final tweaks are needed in your fee presentation?

- More client testimonials
- Clearer breakdown of services
- Stronger framing of value

