

Guide

Marketing Cost.

By The Bayzos Team



bayzos.

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Introduction.

We pride ourselves on delivering a service built on performance. Since starting the business in 2019, we have refused to follow the usual estate agent rules. No tie-in periods, no upfront charges for photography, and no hidden catches—because we're confident in the results we deliver.

With over 500 reviews and a 4.9-star rating, we've become the number one agent for listed and sold properties across CV4, CV5, CV6, CV7, and CV8. But, as we've grown, we've had to make one important change.

Here's everything you need to know about our marketing cost.

Why the Change?

We operate on the simple principle that homeowners will only leave us if we fail to deliver.

That's why we are proactive every step of the way, going above and beyond to ensure we've done everything possible to meet expectations.

However, as we grew in 2021, we noticed withdrawals were increasing based on decisions out of our control:

Unrealistic Pricing Expectations

Some homeowners listed properties at higher-than-advised prices, stagnating on platforms like Rightmove and refusing to adjust, despite agreed-upon strategy.

Pressure from Other Agents

Some sellers felt obligated to work with the agent they were purchasing through, leaving Bayzos mid-process.

Strategy Changes

Homeowners would abandon agreed-upon strategies, causing disruptions in the sales process.

Personal Circumstances

Many sellers changed their minds because they lost the property they were planning to move into, faced shifting personal circumstances, or decided it wasn't the right time to sell.

These challenges resulted in a **significant financial loss**, particularly for services like professional photography, **which Bayzos funded upfront to the photographers that we use.**

To address this issue, we **introduced a marketing cost policy** while retaining our commitment to transparency and fairness.

Understanding the Marketing Cost.

Our marketing approach heavily relies on premium-quality materials, including professional photography, enhancement work, and floor plans, all crafted by **independent photographers whom we pay upfront**. These materials are pivotal in marketing your property in the best possible light to attract buyers.

To maintain this high standard without sacrifice, we introduced a marketing cost for homeowners who withdraw their properties with us.

This ensures we remain **financially sustainable without compromising on quality**.

The Marketing Cost: £240.00 including VAT

The Details

Only Invoiced on Withdrawal

Homeowners are not charged upfront. The cost only applies if you decide to withdraw your property from Bayzos.

You Own the Marketing Materials

Once the payment is made, the professional photographs and floorplans are yours to keep, giving you full ownership.

Fee Deducted if You Return

If you choose to re-list your property with us in the future, the £240.00 (including VAT) marketing cost will be deducted from your final completion fee.

Transparency.

Here's how we've integrated transparency:

Clear and Bold Terms: The marketing cost section in the terms of business is highlighted for clarity, ensuring homeowners can't miss it.

Signed Agreements: All terms of business are signed before proceeding with any listings.

Consistent Communication: At valuations, our team clearly explains the marketing cost policy upfront.

Email Confirmation: When a property is instructed, the marketing cost is included in bold in the confirmation email for easy reference.

These steps ensure homeowners fully understand and agree to our terms before proceeding, making the process as efficient and clear as possible.

Keeping it Fair.

To maintain fairness and consistency, we've implemented strict policies around the marketing cost:

No Waivers: Valuers do not have the authority to waive the marketing cost. This ensures all homeowners are treated equally.

While we understand this decision may lead to losing some properties in the short term, we're confident it's the right decision.



Final message from the founder.

We don't believe in tying homeowners into restrictive contracts or charging upfront fees. Our goal has always been to provide maximum value while empowering you to make the right decisions for your property. This is why we've taken these steps to balance our **business sustainability with our commitment to homeowners.**

By introducing this marketing cost, we can **continue to invest in high-quality photography.**

If you feel this policy isn't the right fit for your needs, we respect your decision and encourage you to find an agent that aligns with your expectations. However, if you're looking for an estate agent who genuinely works for you, Bayzos is here to help.

Got any ideas how we can improve this guide?
Please share them – gary@bayzos.co.uk

**- GARY (FOUNDER) &
THE BAYZOS TEAM**

