DISTINCT
Property Consultants

Marketing your home with Distinct

Choose how we present your property, with personal support throughout your sale.

Our Essential, Signature and Exclusive packages offer different levels of property marketing. Every package includes our full estate agency service, from introducing your home to buyers through to negotiation and sales progression.



Choose your marketing package

Marketing service	Distinct Essential	Distinct Signature	Distinct Exclusive
Professional photography	Included	Included	Included
Floorplan and digital property brochure	Included	Included	Included
Agency-filmed property video introduction	Included	Included	Included
360-degree virtual tour	Optional quotation	Included	Included
Drone photography	Optional quotation	Optional quotation	Included*
EPC where a new certificate is required	From £125	From £125	Included
Rightmove Premium Listing Lifetime of the listing	Optional £125	Optional £125	Included
Glossy printed brochures	Optional quotation	Optional quotation	Optional quotation
Professionally filmed agent-presented video	Optional quotation	Optional quotation	Optional quotation

All prices include VAT at 20%. Optional services are only ordered with your agreement.

*Drone photography is subject to suitability, permissions, weather and safe operating conditions. Package prices cover homes with up to four bedrooms. Larger properties and additional visits are quoted individually before you commit.

Our service with every package

Every package includes advertising on Rightmove and the Distinct website, organic social media promotion, inclusion in our property newsletter, pre-launch matching to registered buyers and a for sale board where permitted.

We provide accompanied viewings and viewing feedback, fortnightly marketing performance updates, offer negotiation, preparation of the memorandum of sale, and sales progression with weekly updates.

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Choose your payment option

Choose a higher upfront marketing payment with a lower completion commission, or a lower upfront marketing payment with a higher completion commission. The marketing services within your chosen package stay the same.

Higher upfront payment with lower commission

Completion commission is 1.2% of the final selling price including VAT, subject to a minimum commission of £3,600 including VAT.

Equivalent to 1% plus VAT, with a minimum of £3,000 plus VAT.

Package	Marketing including VAT	AML checks including VAT	Combined marketing and AML charges
Essential	£650	£80	£730
Signature	£850	£80	£930
Exclusive	£1,095	£80	£1,175

The combined charges above are additional to the completion commission.

Lower upfront payment with higher commission

Completion commission is 1.5% of the final selling price including VAT, subject to a minimum commission of £4,200 including VAT.

Equivalent to 1.25% plus VAT, with a minimum of £3,500 plus VAT.

Package	Marketing including VAT	AML checks including VAT	Combined marketing and AML charges
Essential	£295	£80	£375
Signature	£495	£80	£575
Exclusive	£745	£80	£825

The combined charges above are additional to the completion commission.

The £80 identity and anti-money laundering charge covers up to two sellers. Where there are more than two sellers, we will confirm the applicable charge before you commit.

Understanding your total fee

Your total fee is your selected marketing payment, the applicable AML charge and completion commission, plus any optional extras you approve.

Commission is the higher of the stated percentage of your final selling price or the relevant minimum commission. If your selling price changes, the percentage-based commission changes accordingly, subject to that minimum.

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Fees and your next steps

An example of your total fee if choosing Distinct Signature package

If your home sells for £300,000 and you choose Signature:

Signature package	Higher upfront option	Lower upfront option
Marketing payment	£850	£495
AML checks for up to two sellers	£80	£80
Completion commission	£3,600	£4,500
Total including VAT	£4,530	£4,775

If your home sells for £800,000 and you choose Signature:

Signature package	Higher upfront option	Lower upfront option
Marketing payment	£850	£495
AML checks for up to two sellers	£80	£80
Completion commission	£9,600	£12,000
Total including VAT	£10,530	£12,575

This example excludes optional extras. All amounts include VAT.

Payment and cancellation

Marketing payments are payable before bookings and are additional to commission. They are not credited against commission on completion. Commission is payable on completion.

Marketing and AML charges relate to services provided independently of a completed sale and may remain payable if your property does not sell, subject to your cancellation rights and the services supplied.

Where statutory cancellation rights apply, you normally have 14 days after the day the agreement is entered into to cancel. If you expressly request that services begin during that period and then cancel, a proportionate charge may apply for services supplied, in accordance with those rights.

Before you instruct us, we will provide your agency agreement confirming your selected package, payment option, fees, minimum instruction period, notice requirements and any withdrawal charges or continuing commission liability.

Request your personalised selling proposal or arrange your market appraisal

We will discuss your property, recommend a suitable marketing approach and explain the total fees before you decide.

Call us on 01608 695252 or email hello@distinctpropertyconsultants.co.uk