

Broker: Megleren er død. Leve megleren!

● **The Deal Room** | Pitcher's Corner · 2nd floor | 15:16–15:24 | 

Part of Den nye transaksjonsstacken



Hans Erik Eriksen
Managing Director, Broker

Proptech should price the outcomes it delivers, not the tool

Hans Erik Eriksen argued that software is moving from selling tools to selling outcomes. Today the industry prices access: licences, modules and users. The next step is to price what the tool delivers: time saved, faster completion and better results. For estate agents, time spent collecting data, processing it and working in systems goes back to relationships, trust, expertise and sales, which the slides called a return to the core, not a threat. Broker has defined four journeys, from lead to signed assignment, sale, handover and the life of seller and buyer. The outcomes it targets are a home ready for sale with fewer rounds, handover without complaints, and more value per transaction. The first step is probably a hybrid of a platform fee, an outcome fee and shared gain, marked as under consideration and not concluded.

KEY TAKEAWAYS

- Licences, modules and users measure access; the next step is pricing time saved and better results.
- When technology takes the data work, agents get time back for relationships, trust, expertise and sales.
- A likely first model combines a platform fee, an outcome fee and shared gain, with skin in the game.
- Broker's test: does it make the agent's day better? If not, Broker does not do it.
- Two questions to ask: do you price activity or outcome, and what dare you be measured on?