

~SELLER COMPENSATION TALK~ NO MONEY?NO PROBLEM!

Seller COMPENSATION Talk~These are rough examples on how to communicate with the seller about compensation.

"As you can see on the listing agreement, it has the total fee bundled together. Let's talk about how we arrive at that number.

As our seller, you have the opportunity to determine how compensation will work for your home.

In the past, we assessed one fee for both the seller and buyer brokers. The fee was paid to the listing broker, and that listing broker would compensate the buyer's broker for bringing a ready, willing and able buyer that purchased your home.

This fee has been unbundled these past couple of years.

The purpose of this worksheet is to reaffirm that you are the consumer and you have a say in how you want to compensate the sides to this transaction.

For all of the services we provide to you in the transaction, our fee for professional services X% or the sales price.


Unrepresented Buyer. If the Buyer is not represented by a Buyers Broker, the the Listing Broker compensation shall be X% or the sales price or \$X _____

Now let's talk about the offer of compensation to the brokerage that brings in the buyer. This is optional and it is not required that you compensate the buyer broker that brings you the ready, willing, and able buyer.

What would you like to offer the Buyer's Broker?

Our MLS has a clear cooperation policy so that you can readily see what the sellers are offering the Buyer's broker, if they are offering Buyer Broker compensation.

Let's take a look.

	Seller Agreement		
	List broker fee	My fee for professional services	
	Co-broke fee	Y or N	If no
		Buyer Pays at closing or alternative	Buyer agrees to pay Broker a fee of _____% of the purchase price
			Reduce the offer price by the amount of your compensation so that the buyer can pay your compensation directly per the terms of your representation agreement.
			Retainer
			Flat Fee/Menu of Services
			Hourly/by showings
		Seller Pays- Buyer doesn't have cash at closing~INCLUDED in mortgage	Include in sale price, seller concession to Buyer Broker
		(not included in mortgage)ADD IN SALE PRICE- not financed	Seller to pay Buyer 'an additional' X% of sale price for the buyer's representative/Firm at closing paid through the proceeds of the sale

XYN	Option	Amount \$ or %
	The Seller agrees to compensate the Buyers Broker at closing.	
	Seller agrees to a portion, and the Buyer contributes the remainder to the Buyer Broker	
	The Buyer compensates the Buyer Broker and rejects the offer made by the Listing Broker	
	Seller does not agree to compensate the Buyers Broker	
	Potential to reduce offer made to the Seller to accommodate this fee.	
	Credit to the Buyer at closing	
	Alternative Options	
	Flat fee paid to Buyers Broker	
	Buyers Broker paid hourly or by showing	
	Buyers Broker retainer	

~BUYER AGREEMENT WORKSHEET~NO MONEY?NO PROBLEM!

Buyer Agreement		
Buyer Pays fee in contract	Y	If yes, decline the offered list agent buyer fee. Let them know that it will not be factored into the offer.
Co-broke fee in MLS	Y	If covers Buyer Agreement, no further action needed.
Co-broke fee in MLS	Y	Not enough to satisfy Buyer Agreement
		Buyer agrees to pay Broker fee of _____% of the purchase price to contribute to the full agreed upon Buyer Agreement.
		Reduce the offer price by the amount of your compensation gap so that the buyer can pay your compensation directly per the terms of your Buyer Representation Agreement.
	NO	
No Co-broke fee in MLS	Buyer Pays Cash at closing or alternative	Buyer agrees to pay Broker a fee of _____% of the purchase price
		Reduce the offer price by the amount of your compensation so that the buyer can pay your compensation directly per the terms of your presentation agreement.
		Retainer
		Flat Fee/Menu of Services
		Hourly/by showings
	Seller Pays- INCLUDED	Include in sale price, seller concession to Buyer Broker
	(not included in mortgage)ADD IN SALE PRICE- not financed	Seller to pay Buyer 'an additional' X% of sale price for the buyer's representative/Firm at closing paid through the proceeds of the sale

~BUYER OBJECTIONS~ NO MONEY?NO PROBLEM!

Remember!

Objections are just questions for more information in disguise!

Please audio yourself answering these questions again and again until mastery!

- I want to talk to other agents.
- You're new. Why should I work with you?
- I'm in no hurry to buy.
- I want to look at lots of homes.
- I have three agents now.
- I just want the address of some homes.
- I don't want to sit down and talk with you.
I just want to see the homes.
- The two of us can't be at the interview together.
We can't look at homes together.
- Why do I need an agent?
I can get the information from the Internet

COMPENSATION OBJECTIONS

- I thought it was free for me to use a Buyers Agent
- I thought the Seller paid all the time?
- I think I should just go direct, then.