



There are three areas that I look at to ensure you receive the highest price in the shortest time.

- 1) A competitive price.
- 2) A competitive image.
- 3) A competitive compensation to the buyers agent.

3 LEVELS OF COMPENSATION

LEVEL 1 - NO CONCESSIONS OR COMPENSATION

This may drastically limit the pool of perspective buyers for those who may not be able to afford to pay their buyers agent compensation out-of-pocket. This is particularly true for those buyers who have challenges saving for a down payment. These buyers may limit their properties to those properties that are offering a compensation.

LEVEL 2 - SELLER CONCESSIONS

Seller concessions can be used to help the buyer cover certain transaction costs, including fees for buyer broker services. Other uses may include loan origination costs or property repairs. Seller concessions can still be communicated on an MLS. However, such concessions cannot be conditioned upon or tied to payment to a buyer broker; therefore, it is not mandated that the buyer use the concession to pay their broker.

LEVEL 3 - OFFER OF COMPENSATION

Offers of compensation benefit both buyers and sellers. For buyers, it promotes access to representation throughout the homebuying process, which will help consumers achieve the dream of homeownership on terms that work best for them. For sellers, it helps to broaden the pool of prospective buyers, which may increase the demand for the property. It also enables REALTORS® to be compensated fairly for the value they provide.



Client Initials _____