



BUYER TALKING POINTS

How is this going to affect me as a buyer?

There will no longer be an offer of commission for me from the seller. There are three other options on how I can be paid.

- 1) Sellers will initially offer you a concession that you can use to pay my commission, or they will offer to directly pay my commission prior to writing the offer.
- 2) We can negotiate my commission in the offer to purchase.
- 3) You can pay me directly at closing.

I will always ask the listing agent prior to showing you the home if the seller is going to offer a concession or pay my commission.

SELLER TALKING POINTS

I thought that I no longer need to pay the buyer's agent.

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.

You will have the choice on how you want to compete with other sellers in the market when it comes to paying the buyers agent. One of three things can happen.

- 1) Buyers who are unable to cover the cost of their down payment & commission will only be attracted to homes offering to pay the commission.
- 2) Buyers who are interested in a home with no incentives will have the option to ask the seller for concessions/commission in the offer.
- 3) Buyers who can afford to pay their buyer's agent fee out of their pocket will be inclined to offer less to the seller to compensate for the additional expense.

