



# Setting Your Sellers Up for Success

A Conversation for Today



# The Steps to Success

Conversation in **Change**

Strategy of the **Net**

Knowing Your  
Business **Yes & No**

**Disclosure & The Thin Line**

Articulation in **Value**

# The Changes

What to look for in the next 45-60 days:

- **RULE CHANGE:** Offer of Compensation to Buyer Broker Removed in MOST MLS
- **FORMS CHANGE:** Change forms Offer of Concession to remove the compensation (notice to the seller), Updated Listing & Purchase contracts
- **DECISION POINT:** Option - seller may offer compensation to a buyer broker and/or may offer concession to buyer

# Taking a Listing Today

## Quick Reference Guide

### Commission DeCoupled

Does your current listing break Listing Side Commission & Offer Compensation to a buyer broker apart?  
\*\*Talk to your broker

### Unrepresented Buyers

As a listing agent, does your seller give permission to represent a buyer also?  
What does your broker require?

### Concession Consideration

Many MLS are in process of changing to offer of concessions for buyers via Y/N and other drop downs  
Must be requested in Contract

### Display on MLS vs Broker Website

Offer of compensation will not appear in MLS  
Most MLS Rules require "2 Clicks" from the MLS to show any compensation.  
Consider other methods of promotion of Buyer Compensation



# What Do Industry Changes Mean to the Seller

They are in control of what they offer and to whom.

The removal of unilateral offer of compensation provides for the seller to better negotiate every contract to their needs.

Key for each transaction:  
NEVER assume you know the answer - always ask the seller.




# It's ALL About NET

- Best practice will be to provide a net sheet to any seller for any/all offers received.
- Multiple offers, show the spreadsheet differential
- Concession, credit or compensation paid directly, what is the final number that makes sense to a seller?

# X Resources for Net Sheet


## NAR RPR

Refined Value CMA Neighborhood My Updates [Create Report](#)



**Basic Facts**

Type Single Family	Days in RPR 40 days	Price to Est. Value 99%
Price by Sq. Ft. \$362	Owner Name LOWELL BARTELS, DIXIE BARTELS	Land Use Single Family

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**REFINED VALUE** ⓘ  
Estimate the price based on the market and condition of the property.  
[Refine Value](#) →

**SELLER'S NET SHEET** ⓘ  
Calculate the Seller's Net Sheet for this property.  
[Create Seller's Net Sheet](#) →

Source: Public Record



Property Information Map/Location Market Trends Refined Value CMA Neighborhood My Updates [Create Report](#)

Notes Photos **Seller's Net Sheet**

**Seller's Net Sheet**  
Use this page to input your estimates of what the seller might make on a sale of this property. You can choose to include this page in a Seller's Report or exclude it.

	Amount
Price	<input type="text" value="\$0"/>
<b>Encumbrances</b>	
First Loan Payoff Amount (estimated)	<input type="text" value="\$0"/>
Second Loan Payoff Amount (estimated)	<input type="text" value="\$0"/>
<b>Estimated Closing Costs</b>	
Commissions	<input type="text" value="\$0"/>
Escrow Items	<input type="text" value="\$0"/>
Escrow Fees	<input type="text" value="\$0"/>
Home Warranty	<input type="text" value="\$0"/>
Other Work	<input type="text" value="\$0"/>
Pest Inspection	<input type="text" value="\$0"/>
Tax Stamp	<input type="text" value="\$0"/>
Termite Work	<input type="text" value="\$0"/>
Title Insurance	<input type="text" value="\$0"/>



**“Sometimes Buyers will  
need assistance financing  
their costs.”**



The focus on the seller net sheet provides for a clear picture of the business decision in selling.





# The Compensation Question

## Who Pays a Buyer Broker - and how?

### **Seller Credit's Buyer at Close**

Buyer may request a credit to satisfy their contractual obligation with Buyer Broker at close of escrow. Negotiated in each Contract

### **Seller to Pay Directly**

Buyer Broker may inquire if Seller is offering compensation with an agreement prior to writing an offer, Seller may pay Buyer Broker at close of escrow.


### **Buyer Pays Directly**

Buyer may choose to compensate their agent directly at Close of Escrow



**Knowing  
Your YES  
and  
Your NO**

Please consult your broker\*\*



Are you willing to show the property to any sign call on behalf of your seller?

Are you willing to offer agency to a sign call, internet lead or past client?

Are you willing to represent an unrepresented buyer on your listing?

What services & fiduciary are required by law, your broker in your state to a seller?

Does your state allow subagency?  
Most E&O doesnot



**Buyer:** Why is your  
Seller Selling?

**Response:**  
*It's time.*

# Disclosure & a Thin Line



## **Only the Seller**

What to say & not, when you only represent the seller



## **Buyer Call & Showing**

What is your responsibility to disclose, have them sign & show the property. Who are you there for?



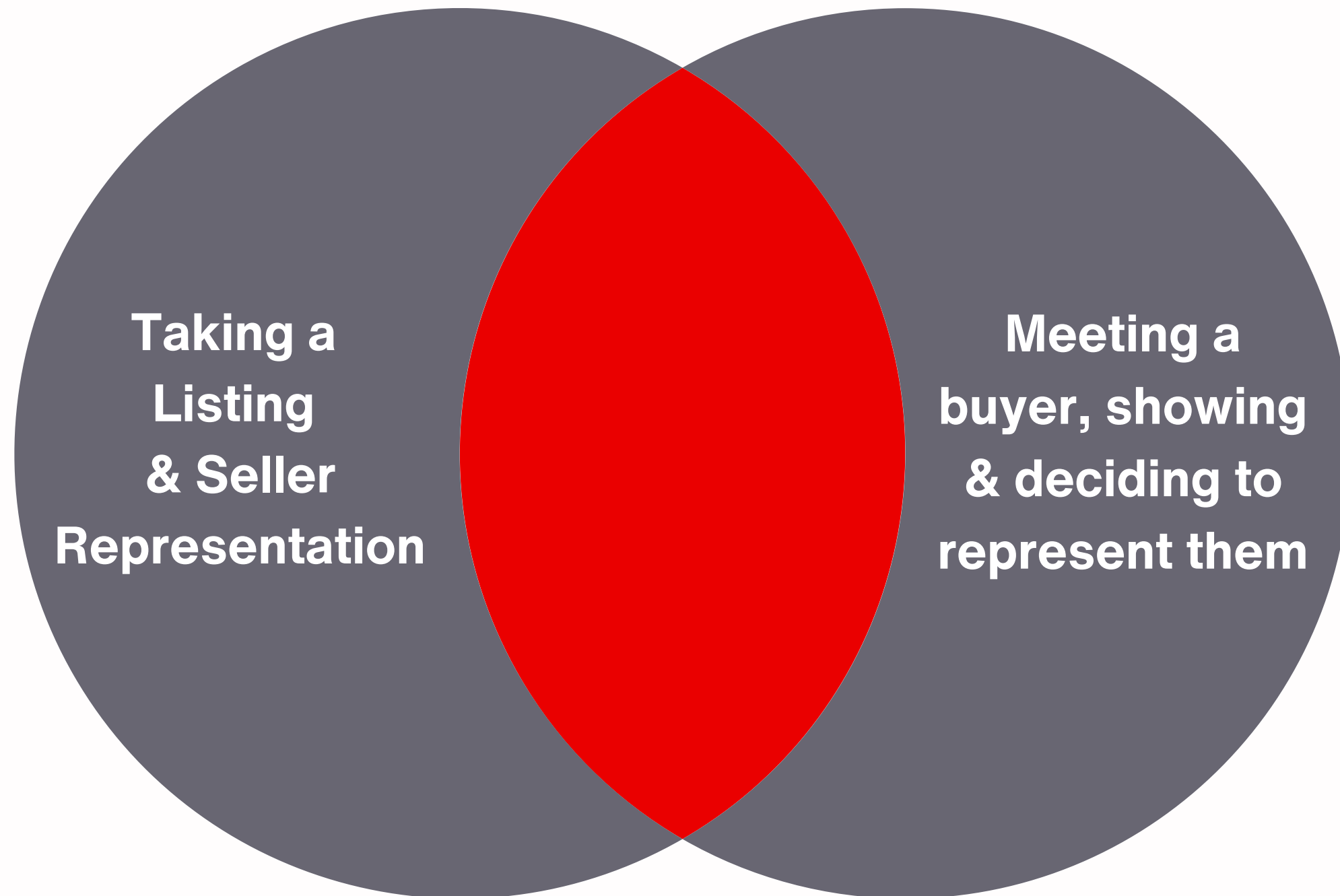
## **Where is the Danger Zone**

You can choose to only represent a seller, but must disclose to a buyer in writing

You should do it early and in writing



# The DANGER ZONE



Get permission from the seller upfront to represent a buyer

Must have documentation in writing from buyer to be their agent & get paid (buyer broker)

Do you want the liability?

What does your broker require?



# Knowing & sharing your value



# Sharing Your Skill

# Guide Them Thru

## **Customize the Selling Experience**

Each listing is specific to the client. Every negotiation should be strategic to their needs & their net. Give options, bring strategy and examples of increasing the net

## **Give Updates on Timing & Changes**

Take clients past bad headlines, don't dismiss, educate. Let me them know how the process is changing & what you have done to be prepared to take care of them in this moment

## **Be Proactive - Show, Don't Tell**

Give them examples of what they can expect (example net sheet, example MLS changes with credits and concessions)





# Stay Ahead of the Curve

## **Read beyond the headlines**

Rule changes & what does that mean for your clients locally  
Can you explain it simply?

## **Stay current with Local MLS & Association**

Listing Input Change Forms update  
New legislation impacting the industry

## **Resources to lean into:**

Your Broker  
Local Lender  
[www.nar.realtor/the-facts/nar-settlement-faqs](http://www.nar.realtor/the-facts/nar-settlement-faqs)