

NAR SETTLEMENT UPDATE

Strategies for Success

August 1, 2024



ACUERDO DE NAR

Estrategias para el éxito

1 de agosto de 2024





We didn't create the new rules, but we will create a path forward & navigate what has been given to us.







No creamos las nuevas reglas, pero crearemos un camino a seguir y navegaremos según lo que se nos ha dado.





Listing Compensation VS Buyer Compensation

What Was:

Listing agents at time of listing may have negotiated total fee (listing & buy side)

What is Now

At time of listing- listing agent will <u>only</u> negotiate the listing side fee

- May negotiate additional fee for unrepresented buyer
- Should educate seller about potential request for concessions or compensation



Compensación por publicación VS.

Compensación del comprador

¿Qué fue?:

Los agentes de cotización al momento de la cotización pueden haber negociado una tarifa total (cotización y lado comprador)

¿Qué es ahora?

En el momento de la cotización, el agente de cotización solo negociará la tarifa lateral de cotización.

Se puede negociar una tarifa adicional para el comprador no representado.

 Debe informar al vendedor sobre una posible solicitud de concesiones o compensación.



X Strategy 1

- Negotiate your Compensation as listing agent 1st.
- Negotiate Additional Compensation if there is an Unrepresented buyer in the deal

5.	<u>LISTING BROKER COMPENSATION</u> . Broker will earn compensation ("Listing Broker Compensation") when a sale of the Property has been completed, regardless of who has found the buyer ("Buyer"). Listing Broker Compensation shall be paid by Seller, in U.S. funds, at the time of, and as a condition of, sale completion. This Agreement shall serve as escrow instructions. Listing Broker Compensation is (<i>check only one</i>):
	□ Exactly \$; or □% of the gross purchase price of the Property, as reflected on the final settlement statement; or □ Other:
	<u>Unrepresented Buyer</u> . If Buyer is not represented by a broker ("Buyer's Broker"), then Broker (eXp) assumes additional liability and paperwork responsibilities. In this scenario, Broker (eXp) will not represent Buyer, but will facilitate the completion of necessary forms and ensure fair treatment of all parties. In this situation, the Listing Broker Compensation shall be exactly \$; or% of the gross purchase price of the Property, as reflected on the final settlement statement.



Estrategia 1

- Negocie su compensación como agente de cotización primero.
- Negociar una compensación adicional si hay un comprador no representado en el trato
- 5. LISTING BROKER COMPENSATION. Broker will earn compensation ("Listing Broker Compensation") when a sale of the Property has been completed, regardless of who has found the buyer ("Buyer"). Listing Broker Compensation shall be paid by Seller, in U.S. funds, at the time of, and as a condition of, sale completion. This Agreement shall serve as escrow instructions. Listing Broker Compensation is (check only one): Exactly \$_____; or _____% of the gross purchase price of the Property, as reflected on the final settlement statement; or Unrepresented Buyer. If Buyer is not represented by a broker ("Buyer's Broker"), then Broker (eXp) assumes additional liability and paperwork responsibilities. In this scenario, Broker (eXp) will not represent Buyer, but will facilitate the completion of necessary forms and ensure fair treatment of all parties. In this situation, the Listing Broker Compensation shall be exactly \$______; or ______; or ______% of the gross purchase price of the Property, as reflected on the final settlement statement.



Seller strategy session for compensation to a buyer broker and/or concessions - if the seller is committed and wants clarity use section 21 to offer an amount

Notice: Seller Concessions are not required or fixed by law. The amount of any Seller Concession is fully negotiable.

6. <u>SELLER CONCESSIONS</u>. Buyer may request a concession from Seller ("Seller Concession") in the form of a credit, to be given to Buyer at close of escrow. This Seller Concession may be used to reduce Buyer's loan costs, title and escrow fees, Buyer's Broker fee, Property repair costs, and/or any other allowable Buyer costs and fees. The final amount of the Seller Concession must be determined in writing, whether in the purchase contract or in other applicable documentation. All Seller Concessions are negotiable.

21. ADDITION	AL TERMS AND CONDIT	IONS. (Reserved for additional	al terms as agreed upon)	



Estrategia 2

Sesión de estrategia del vendedor para compensación a un corredor del comprador y/o concesiones - Si el vendedor está comprometido y quiere claridad utilice la sección 21 para ofrecer un monto

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21. ADDITIONAL TERM	. ADDITIONAL TERMS AND CONDITIONS. (Reserved for additional terms as agreed upon)		



"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.



"A veces los compradores necesitarán ayuda para financiar sus costos".

El enfoque en el balance neto del vendedor proporciona una imagen clara de la decisión comercial al vender.

It's ALL About NET

- Provide a net sheet with scenarios at time of listing
- 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?



Todo es cuestión de NET

- Proporcionar una hoja de red con escenarios al momento de la cotización
- La mejor práctica será proporcionar una hoja neta a cualquier vendedor para todas y cada una de las ofertas recibidas.
- Ofertas múltiples, muestra el diferencial de la hoja de cálculo
- Concesión, crédito o compensación pagada directamente, ¿cuál es el número final que tiene sentido para un vendedor?





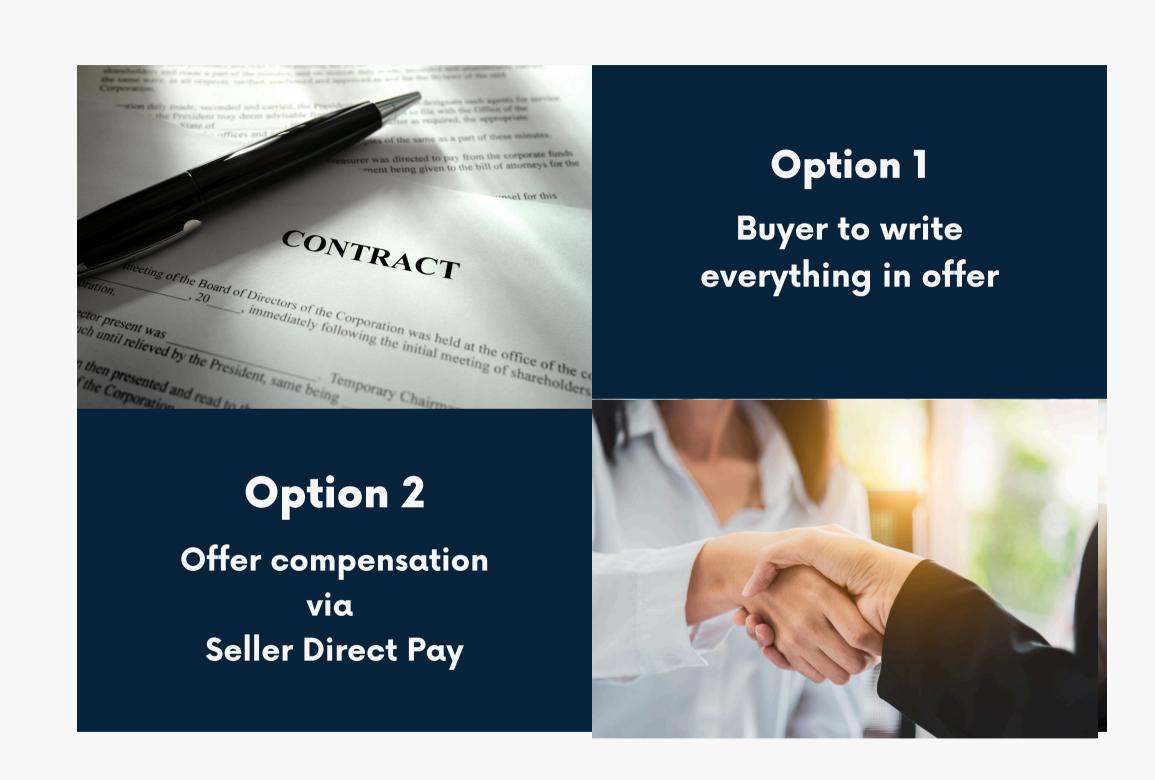
ADVERTISING

Where to advertise offer of compensation.

No MLS - "must have 2 clicks away from the MLS"

What does your seller want?

Best practice, get seller instruction IN WRITING





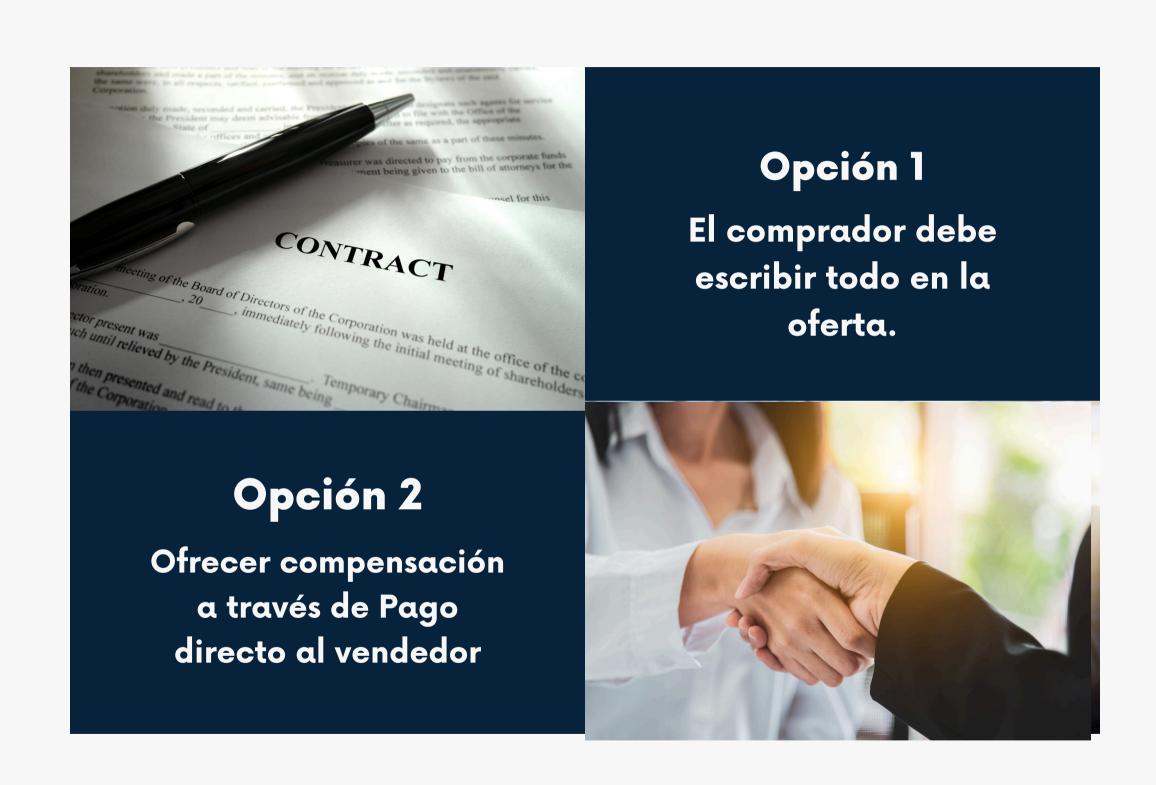
PUBLICIDAD

Dónde anunciar oferta de compensación.

Sin MLS - "debe estar a 2 clics del MLS"

¿Qué quiere tu vendedor?

Mejor práctica: obtener instrucciones del vendedor POR ESCRITO



Direct Compensation from Seller

DIRECT COMPENSATION FROM SELLER



1.	PROPERTY ADDRESS AND/OR TAX PARCEL NUMBER(S).	
	(t	he "Property").
2.	. <u>COMPENSATION AGREEMENT</u> . The undersigned seller ("Seller") agrees to dundersigned real estate brokerage company ("Buyer's Broker") for its procureme ("Buyer") of the Property. Compensation shall only become due and payable upon any transaction between Seller and Buyer concerning the Property. Compensation currency and paid at the time, and as a condition, of closing. This agreement shall instructions for Seller's payment of compensation to Buyer's Broker. This <u>Section</u> the expiration or cancellation of this agreement. The compensation is (<i>check only of the compensation</i> is (<i>check only of the compensation</i> is the compensation of the compensation is the compensation is the compensation is the compensation of the compensation is the	ent of the buyer n completion of shall be in U.S. If act as escrow a shall survive
	% of the gross purchase price of the Property (as reflected on the statement); or	final settlement
	□ Exactly \$	
	Compensation is not set by law and is fully negotiable.	
3.	LENGTH OF AGREEMENT. This agreement shall begin on the date last signed Buyer's Broker, and will automatically end on (at 11:59 the completion or termination of any then-pending transaction between Seller and Buthe Property, whichever is later.	
4.	. NO SELLER AGENCY. This agreement is a compensation agreement only. Seller that no agency relationship between Seller and Buyer's Broker is established by this	
5.	S. ADDITIONAL TERMS.	

Compensación directa del vendedor

DIRECT COMPENSATION FROM SELLER



PROPE	RTY ADDRESS AND/OR TAX PARCEL NUMBER(S).	
	(the " Property ").	
undersig ("Buyer" any trans currency instruction	NSATION AGREEMENT. The undersigned seller ("Seller") agrees to compensate the ned real estate brokerage company ("Buyer's Broker") for its procurement of the buyer of the Property. Compensation shall only become due and payable upon completion of saction between Seller and Buyer concerning the Property. Compensation shall be in U.S. and paid at the time, and as a condition, of closing. This agreement shall act as escrowers for Seller's payment of compensation to Buyer's Broker. This Section 2 shall survive ration or cancellation of this agreement. The compensation is (check only one):	
	% of the gross purchase price of the Property (as reflected on the final settlement statement); or	
	Exactly \$	
	Compensation is not set by law and is fully negotiable.	
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NO SELLER AGENCY. This agreement is a compensation agreement only. Seller acknowledges that no agency relationship between Seller and Buyer's Broker is established by this agreement.		
ADDITIO	NAL TERMS.	



REPRESENTING A BUYER ON MY LISTING

Do you want to?

Did the seller give permission?

Buyer Broker is **NOT** required when showing your own listing or at an open house

It is **REQUIRED** if you expect to be paid for representation of the buyer





REPRESENTANDO A UN COMPRADOR EN MI LISTADO

¿Quieres?

¿El vendedor dio permiso?

No se requiere un agente del comprador cuando se muestra su propio listado o en una jornada de puertas abiertas

Es REQUERIDO si espera que se le pague por la representación del comprador.





BUYER SERVICES

Best Scripts.....









Internet Search & MLS Auto send No Buyer Broker Needed

The First Showing

Need Single Property, perhaps
non-exclusive

Non Exclusive
Set buyer for success on your value & what you bring to the transaction

Exclusive

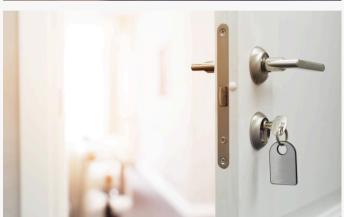
Defines time period, property type and set fee for service.



SERVICIOS AL COMPRADOR

Los mejores guiones.....









Búsqueda en Internet y envío automático de MLS

No se necesita intermediario del comprador

La primera proyección

Necesita una propiedad individual, quizás no exclusiva

No exclusivo

Establezca el éxito del comprador en función de su valor y de lo que aporta a la transacción

Exclusivo

Define el período de tiempo, el tipo de propiedad y establece la tarifa por el servicio.



Speaking on Agency & How we work

In our state you get to choose your agent & I must outline how we work together.

Until you do, please make sure not to share anything that may be used against you in a negotiation





Hablando sobre la Agencia y cómo trabajamos

En nuestro estado, usted puede elegir a su agente y debo explicarle cómo trabajamos juntos. Hasta que lo hagas, asegúrate de no compartir nada que pueda usarse en tu contra en una negociación.





Giving Options for First Time, FHA or VA Buyers

We have 2 options to leverage the seller in your purchase for all fees, including my buyer broker fee.

Authorize me to contact them directly for compensation agreement

Negotiate
Strategically in
the Contract for
Concessions



Dando opciones para compradores primerizos, FHA o VA

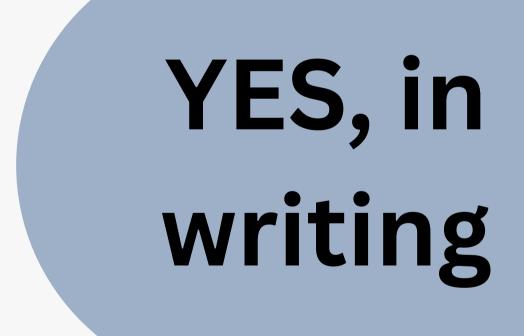
Tenemos 2 opciones para aprovechar al vendedor en su compra por todos los honorarios, incluyendo mi tarifa de agente del comprador.

Autorízame a contactarlos directamente para un acuerdo de compensación.

Negociar estratégicamente en el contrato de concesiones



Can I amend my Buyer Broker?



**Best Practice is prior to showing the property



¿Puedo modificar mi Broker de Comprador?

SÍ, por escrito

**La mejor práctica es antes de mostrar la propiedad.



Localized Custom Forms

Listing Tool Kit Enhancements

Buyer Tool Kit Enhancements

Local & National Training

We are focused to help you grow your business, successfully transition & provide tools thru out this process



¿Qué puede USTED esperar de nosotros?

Mejoras en el kit de herramientas de listado de formularios personalizados localizados Mejoras en el kit de herramientas del comprador Capacitación local

Nos enfocamos en ayudarlo a hacer crecer su negocio, realizar una transición exitosa y brindarle herramientas durante este proceso.

y nacional

THANKYOU

FOR COMING

GRACIAS

PARA VENIR