



Executive Mastery

EMPOWERING SELLERS

Navigating **Shifts** & Optimizing **Negotiations**

Sept 5th, 2024



The Here & Now

“We are in a professionals Market. Consistency in service, communication & showcasing your experience will allow any agent to grow their business.”





Prepared Success

What is Your Benefit

- Set expectations- What it means to work with you
- The team that supports you
- Communication strategy
- Past client reviews

More than Marketing

- Beyond the Sign & MLS
- Your strengths in Market Knowledge, Negotiations & Client Resources
- Setting the price & strategy for sale
- Contract to close

Negotiate Your Fee - Only

- Listing Side Only - Breaking down what the seller may get and what that means to them



Fee for Service

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
- Other: _____

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 _____% of the gross purchase price of the Property, as reflected on the final settlement statement.



What SELLERS Need To KNOW...

Preparing for the next conversation

Current Trends

What is common locally?

- Concessions
- Buyer Compensation
- Property Condition expectations

Buyers Needs

Who is your buyer?

- Financing Needed?
- Concessions?
- Property Condition

Market Adjustments

- Inventory Challenges rising/lowering
- Interest Rate
- Buyer migration
- Insurance challenges

Myth Busters

- My house will sell itself
- How buyers see homes
- Open Houses are a must
- Never take the 1st offer



Impacts On Sellers

Setting Scenarios for sellers to work with you on what is next.

What is important to them in their sale?



Pricing For Time

What price range will allow the seller to move in the time frame they need?

Right Buyer, Right Strategy

Understanding the most likely buyer for your listing & preparing the seller for what they will ask for





Seller Mindset in a Changing Market

Psychology of the Seller

Seller Concerns:

- Under Valuation
- Emotional attachment
- Timing for sale

Setting Expectations

Balancing with Facts:

- Updated CMA, showing traffic & have seller's needs changed?
- Focus on Current and future need
- Update scheduling & process



Seller's Market Strategies

1. Leveraging Market Data for a Competitive Price

- **Strategy:** Set price based on comparables and just slightly above keeping in reach of qualified buyers
- **Execution:** Highlight recent sales data and trends during negotiations to reinforce the justification for your price. This also helps in managing buyer expectations.
- **Clarifying Question:** "Wouldn't you agree that basing our price on current market trends puts us in the best position to attract competitive offers?"

2. Create a Sense of Urgency

- **Strategy:** Use the market conditions to create urgency. Let potential buyers know that interest in the property is high and that delaying an offer might result in losing out.
- **Execution:** Mention any upcoming open houses or interest from other buyers to motivate quicker decision-making.
- **Tie-Down Question:** "If we receive multiple offers after our next open house, wouldn't it make sense to submit your best offer now?"

3. Keep Negotiations Focused on Value, Not Price

- **Strategy:** Emphasize the unique features and benefits of the property that add value beyond just the price. This shifts the focus from haggling over the cost to understanding the property's true worth.
- **Execution:** Provide examples of recent renovations, quality of materials, or future potential that justify the price. This builds a stronger case for maintaining your asking price.
- **Sequential Question:** "Considering the quality of the recent upgrades and the future potential of the neighborhood, how do you see this home meeting your long-term goals?"



Seller's Market Strategies

4. Negotiate Terms, Not Just Price

- **Strategy:** Be flexible on terms such as closing dates, contingencies, or included appliances to create a win-win scenario. Often, buyers will concede on price if they receive favorable terms elsewhere.
- **Execution:** Offer options like a quicker closing or including certain appliances to make the deal more attractive without lowering the price.
- **Tie-Down Question:** "If we can agree on a flexible closing date that suits your timeline, would you be comfortable moving forward at the current price?"

5. Know When to Hold Firm and When to Compromise

- **Strategy:** Determine in advance your bottom line and the areas where you're willing to compromise. This prevents you from making concessions that you might later regret.
- **Execution:** During negotiations, listen carefully to the buyer's priorities and find a middle ground on issues that aren't deal-breakers for you.
- **Sequential Question:** "Which aspects of the deal are most important to you? Let's see if we can find a solution that works for both of us."

6. Present a Counteroffer with Confidence

- **Strategy:** When countering an offer, do so confidently and with clear justification. This shows the buyer that you're serious and knowledgeable about the market.
- **Execution:** Clearly outline why your counteroffer is fair, focusing on the value proposition and market dynamics.
- **Tie-Down Question:** "Given the quality of the home and the current demand, wouldn't you agree that this counteroffer reflects a fair value?"

Scripts in Shift:

On Price:

"We're noticing a shift in the market right now. While it's still strong, we're seeing signs that the balance between buyers and sellers is changing."

"In a shifting market, homes that are priced correctly tend to sell faster and closer to their asking price. If we price too high, we risk sitting on the market longer, which can ultimately lead to price reductions."



Clear & Concise Communication

Never Assume

Follow up with Email

Set Expectations for NEXT
with each follow up



Advanced Strategies

Providing the seller with opportunities to pivot to realign with their motivation to stay in sync.



Wholesale vs Retail

What is the seller willing to fix, tune up to maximize price & limit time on market?

Inventory Impacts

What is common inventory in your price range above or below?

Net Proceeds

The seller net, let the buyer ask, but negotiate for the net in the time the seller needs

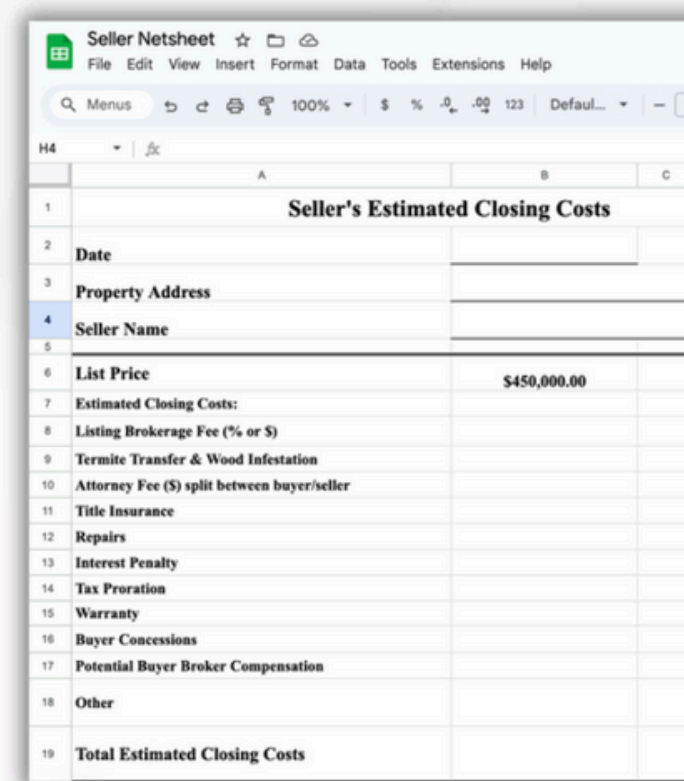
Leverage Concessions

What concessions are common?
What are bonuses?

Tools at your Finger Tips

It's ALL About NET

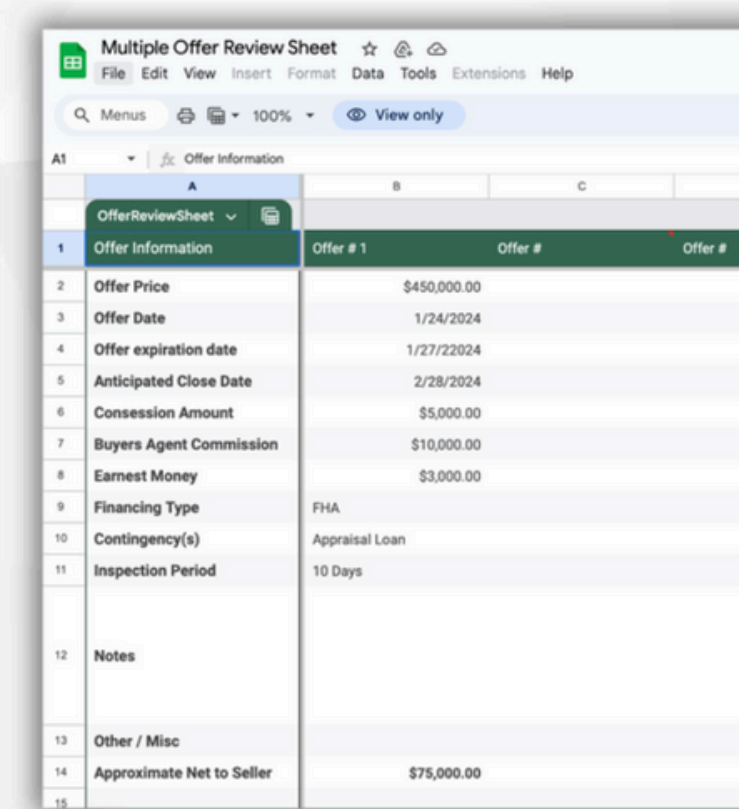
Always provide a net sheet with scenarios at the time of listing. For every offer received, ensure the seller gets a net sheet. For multiple offers, use a spreadsheet to show the differences. Clearly present the final number, considering concessions, credits, or direct compensation, to help the seller make an informed decision.



The screenshot shows a spreadsheet titled "Seller Netsheet" with a menu bar (File, Edit, View, Insert, Format, Data, Tools, Extensions, Help) and a search bar. The main content is a table with columns A, B, and C. The table is titled "Seller's Estimated Closing Costs" and lists various items with their corresponding values. The "List Price" is \$450,000.00. The "Total Estimated Closing Costs" is \$75,000.00.

	A	B	C
1	Seller's Estimated Closing Costs		
2	Date		
3	Property Address		
4	Seller Name		
5			
6	List Price	\$450,000.00	
7	Estimated Closing Costs:		
8	Listing Brokerage Fee (% or \$)		
9	Termite Transfer & Wood Infestation		
10	Attorney Fee (\$ split between buyer/seller)		
11	Title Insurance		
12	Repairs		
13	Interest Penalty		
14	Tax Proration		
15	Warranty		
16	Buyer Concessions		
17	Potential Buyer Broker Compensation		
18	Other		
19	Total Estimated Closing Costs		

[Download the Seller Net Sheet](#)



The screenshot shows a spreadsheet titled "Multiple Offer Review Sheet" with a menu bar (File, Edit, View, Insert, Format, Data, Tools, Extensions, Help) and a search bar. The main content is a table with columns A, B, and C. The table is titled "Offer Information" and lists various offer details for Offer #1. The "Offer Price" is \$450,000.00. The "Approximate Net to Seller" is \$75,000.00.

	A	B	C
1	Offer Information		
2	Offer Price	\$450,000.00	
3	Offer Date	1/24/2024	
4	Offer expiration date	1/27/2024	
5	Anticipated Close Date	2/28/2024	
6	Concession Amount	\$5,000.00	
7	Buyers Agent Commission	\$10,000.00	
8	Earnest Money	\$3,000.00	
9	Financing Type	FHA	
10	Contingency(s)	Appraisal Loan	
11	Inspection Period	10 Days	
12	Notes		
13	Other / Misc		
14	Approximate Net to Seller	\$75,000.00	
15			

[Download the Multiple Offers Review Sheet](#)

<https://exptoolkit.com/sellers>



Compensation to a Buyers Broker

The Seller's Choice

Direction should be in writing

- May be market driven (rising inventory)
- Seller need to remove friction for any cash poor buyers in the market place
- Sellers need in competition (offer of concessions)



Leveraging Direct Compensation

Early

Seller directs in writing to offer to all agents equal compensation

SCRIPT: "The seller has authorized me to share...."

On Time

Seller directs to be shared at time of showing appt or prior to showing


SCRIPT: "The seller has authorized me to convey...."

On Demand

Seller directs to be shared as part of counter offer or at time of purchase contract receipt

SCRIPT: "Please put all requests in your offer."

DIRECT COMPENSATION FROM SELLER



- PROPERTY ADDRESS AND/OR TAX PARCEL NUMBER(S).** _____ (the "Property").
- COMPENSATION AGREEMENT.** The undersigned seller ("Seller") agrees to compensate the undersigned real estate brokerage company ("Buyer's Broker") for its procurement of the buyer ("Buyer") of the Property. Compensation shall only become due and payable upon completion of any transaction between Seller and Buyer concerning the Property. Compensation shall be in U.S. currency and paid at the time, and as a condition, of closing. This agreement shall act as escrow instructions for Seller's payment of compensation to Buyer's Broker. 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.
- LENGTH OF AGREEMENT.** This agreement shall begin on the date last signed by Seller and Buyer's Broker, and will automatically end on _____ (at 11:59 p.m.), or upon the completion or termination of any then-pending transaction between Seller and Buyer concerning the Property, whichever is later.
- 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.
- ADDITIONAL TERMS.** _____

BY SIGNING BELOW, Seller and Buyer's Broker agree to the terms set forth in this agreement.

Seller 1: _____ (Signature) _____ (Typed/Print Name) _____ (Date)

Seller 2: _____ (Signature) _____ (Typed/Print Name) _____ (Date)

Buyer's Broker: _____ (Broker/Agent's Signature) _____ (Broker/Agent's Typed/Printed Name) _____ (Date)

(Broker/Agent's Telephone) (Broker/Agent's E-mail) (Buyer's Broker's License No.) (Agent's License No.)

(Colorado Only) This form has not been approved by the Colorado Real Estate Commission and is not for use in Colorado.

Direct Compensation from Seller Page 1 of 1 vsn USA 08.05.2024



Open Houses & Sign Calls

No Buyer Broker Agreement is needed if...

- You represent the Seller
- Caution: Gray area is giving the buyer more than they can Google

A Buyer Broker Agreement is needed when you work with a buyer to...

- Set up other properties to tour
- Providing additional resources such as an CMA to determine offer price
- Strategize to purchase, negotiate or otherwise procure a property



Common Questions

- May I advertise Buyer Broker Compensation on a flier in the listing?
- Can I put “The Seller is willing to offer compensation” in the public remarks?
- May I use a sign rider that says “We LOVE Buyer Brokers!” ?
- Is my Seller able to tell agents as they show the home that the Seller will pay?
- Is my seller required to offer compensation to a Buyer Broker?
- Can my Seller pay less than is requested in the contract?
- Should I get a copy of the buyer-broker agreement?
- Can I place a key chain in the IBOX that says, “3%”?



Tools at your finger tips



EXPTOOLKIT.COM/SELLERS