

SELLERS' FAQs ON BUYERS COMMISSIONS

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WHY SHOULD I PAY THE BUYER'S AGENT COMMISSION?

Offering compensation to the buyer's agent can benefit you as the seller in several ways. By covering the buyer's agent commission, you attract more potential buyers to your property, increase market exposure, and ultimately improve your chances of selling your home quickly and at a favorable price.

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CAN'T THE BUYER PAY THEIR OWN AGENT'S COMMISSION?

Yes, but understand that most buyers are not going to be able to. It's important to remember that due to the high cost of housing, insurance, HOA/condo fees, etc., many potential buyers have limited funds available. Asking them to pay their own agent's commission may significantly reduce the number of qualified buyers interested in your property, lower offers, and offers that include a commission to the buyer's agent. By covering the buyer's agent commission, you make your property more attractive to buyers who are actively working with agents to find their dream home.

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WILL PAYING THE BUYER'S AGENT COMMISSION REDUCE MY PROFIT FROM THE SALE?

While paying the buyer's agent commission does represent a portion of the proceeds from the sale, it's important to weigh this against the benefits it brings in terms of increased market exposure and potential for a quicker sale, as well as an increased net revenue. In many cases, the benefits of paying the commission outweigh the cost, resulting in a successful sale that meets your financial goals. A seller's net sheet will show the final financial benefit.

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WHAT IF I WANT TO NEGOTIATE A LOWER COMMISSION RATE FOR THE BUYER'S AGENT?

All commissions are negotiable. It's important to consider the impact this may have on your ability to attract buyers and secure a favorable sale price. In a competitive real estate market, offering a competitive commission rate can give you an edge and increase interest in your property, as well as higher offer potential.

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WON'T PAYING THE BUYER'S AGENT COMMISSION INCREASE MY OVERALL SELLING COSTS?

I can provide you with a seller's net sheet, which will show your net proceeds instead of focusing solely on commissions. It's important to consider the potential return on investment.

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WHAT IF I DON'T WANT TO PAY THE BUYER'S AGENT COMMISSION?

While it's ultimately your decision as the seller whether to pay the buyer's agent commission, it's important to consider the potential impact on your ability to attract buyers and sell your home. In many cases, offering a competitive commission can be a strategic decision that benefits you in the long run by increasing market exposure and facilitating a smoother transaction process.

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CAN I INCLUDE THE BUYER'S AGENT COMMISSION IN THE SALE PRICE OF MY HOME?

Yes, it's possible to factor the buyer's agent commission into the sale price of your home, it's important to be mindful of how this may affect your property's competitiveness in the market. Buyers and their agents typically evaluate properties based on their listed price, so it's important to price your home competitively while still accounting for the commission costs.

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HOW DOES PAYING THE BUYER'S AGENT COMMISSION AFFECT MY BOTTOM LINE?

I can provide you with a seller's net sheet, which will give you a clear picture of your net proceeds after all expenses, including commissions, are accounted for.

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WHAT HAS HAPPENED AS A RESULT OF THE LAWSUIT?

Only two items have changed for realtors because of this lawsuit.

1. We cannot display cooperating commissions in MLS unless through Seller's concession.
2. All buyers must sign a Buyer Representation form.