

Seller Commission Scripting – Listing Appointment

I'd like to take a moment to discuss the various options available to us regarding compensation for the buyer's agent, along with their potential outcomes.

- Before delving into these options, it's important to note that they are not set in stone. As we're aware, buyer behavior can sometimes be unpredictable. Therefore, flexibility is key in navigating this aspect of the selling process.

Option #1: Zero Offer of Compensation to Buyer's Agent

- Potential Outcomes:
- We may experience a reduction in showings, as some potential buyers may be deterred by the inability to cover their buyer's commission.
- We might encounter interest from unrepresented buyers.
- Offers received may include requests for compensation for the buyer's agent as part of concessions.
- It's essential to understand that while I may advocate for offering compensation to the buyer's agent, the ultimate decision rests with you. Your prerogative guides this aspect of the process. My recommendations are always rooted in our shared goal of successfully selling your home under the terms of our agreement. For instance, I may believe that offering compensation to the buyer's agent could increase our showing opportunities compared to not doing so.

Option #2: Offer Compensation to the Buyer's Agent

- Potential Outcomes:
- We would extend this compensation offer to the buyer's agent through the Multiple Listing Service (MLS).
- Together, we'll review the associated expenses and determine a list price that meets your requirements while aligning with the market value of your home.

Option #3: Refrain from Offering Compensation to the Buyer's Agent, but Provide Concessions

- Potential Outcomes:
- We can specify in the MLS listing that you're willing to offer buyer-paid concessions, such as covering allowable closing costs or a portion of the buyer's agent's commission, up to a specified amount (e.g., \$5,000).

Option #4: Consideration of Listing

- If, upon evaluation, I find that the price, condition, or terms you're seeking pose challenges to achieving a successful sale, I may choose to decline taking on your listing. This decision aims to ensure that we pursue opportunities where there's a favorable likelihood of selling your home.