

COMPENSATION MODELS

This menu of options is a reference guide for brokerages.

Compensation models and amounts, if any, are always fully negotiable and are not set by law. Like compensation amounts, the compensation models a brokerage uses are independent and unilateral business decisions.

MAKE SURE YOU ARE USING THE NEW COMPENSATION DISCLOSURE FORM!

LISTING BROKERS

- Compensation paid by seller:
 - X% of sale price
 - Flat fee
- À-la-carte services or packages:
 - SEFMLS
 - Syndication
 - Marketing
 - Social media
 - Reverse prospecting
 - Targeted emails to target audiences (REALTOR® members or real estate licensees who have sold or reside in the community)
 - Mailers
 - Personalized calls, voicemails, texts to target audiences
 - Professional photos
 - Professional videos
 - Staging
 - Appraisals
 - Home inspections

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BUYER BROKERS

- Offer of compensation from the listing broker and/or seller:
 - X% of sale price
 - Flat fee
- Fixed fees paid by buyer to buyer broker
- Payment plans
- À-la-carte services or packages:
 - Research on listings
 - Showings
 - Negotiations
 - Inspection process
 - Closing support
- Additional contract clause for new construction
- Seller concessions to offset fees due from buyer
- Combination of these models
 - Example: Buyer to pay \$XYZ for buyer broker's services. If offer of compensation from the listing broker does not cover all or part of the buyer broker's fees, then buyer to pay installments for the balance.