

The guidance provided by Ferry International represents suggested best practices in the real estate industry and is not intended to establish a standard or requirement; agents are advised to seek confirmation and legal guidance that reflects their specific state's regulations and laws.

Five Converging Forces Impacting 2024

1. Contracts & compensation



2. An election year 🤔

3. Rate cuts 📉

4. Pent up demand 🌋

5. Lack of inventory 🙄

Outcomes:

- Clarity
- Action

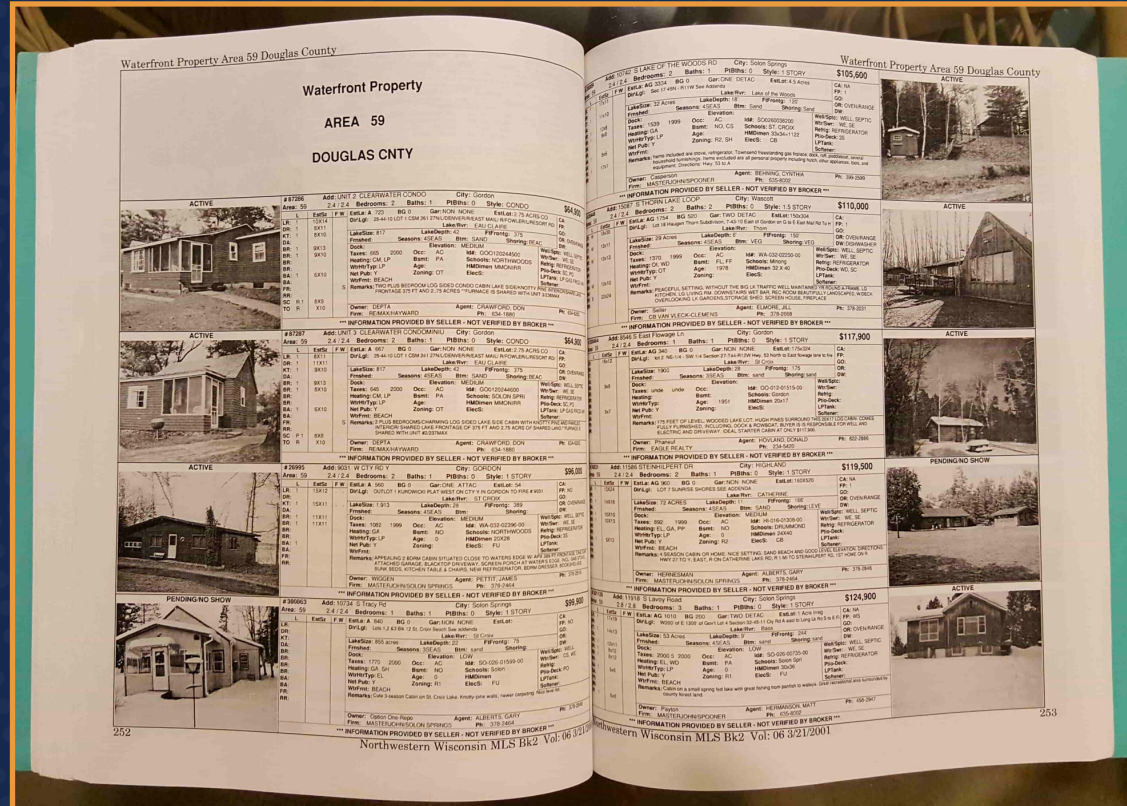
Show Flow:

- Jack Miller – What we know
- David Childers – Consumer awareness
- TF – Know show demonstrate value
- Alyssia Essig – Mistakes you can not make + The 1 action to start now

**“The only thing
that’s constant is
change”**

Tom J

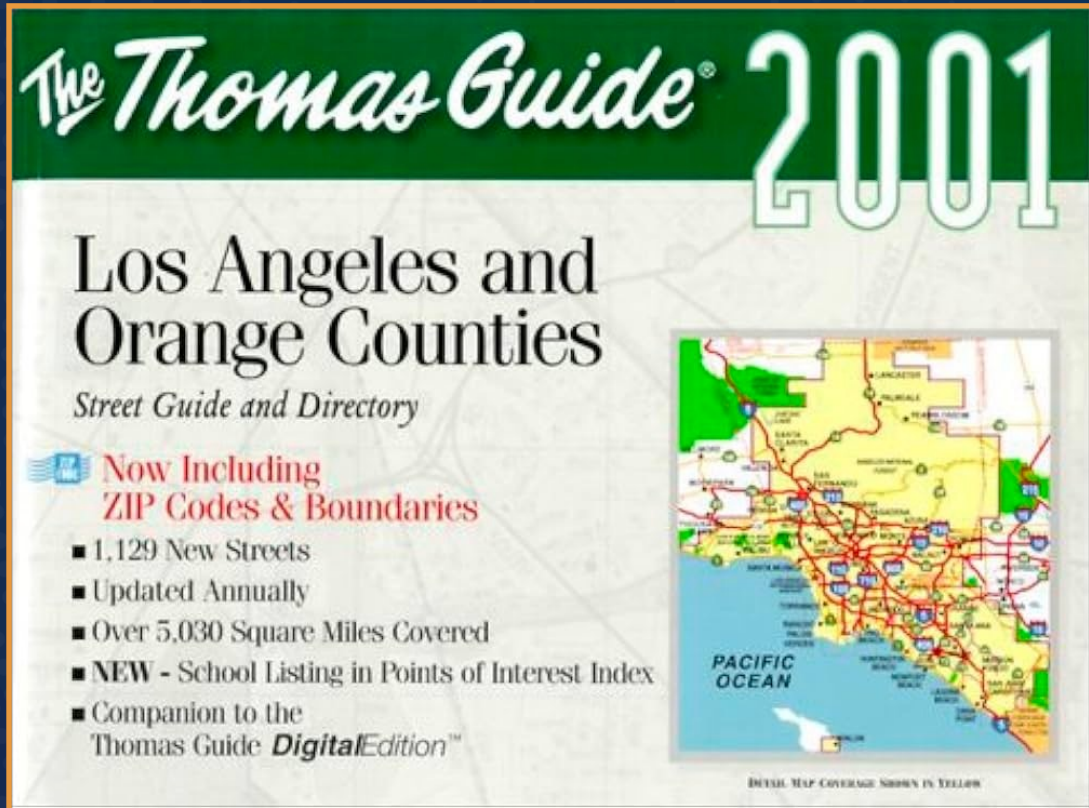
PREDECESSOR



SUCCESSOR



PREDECESSOR



SUCCESSOR



PREDECESSOR



SUCCESSOR



What happens when
the government
increases taxes?

What did you do during
the pandemic?







**What must we
know?**

Show Flow:

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Choose Your Mindset

Are agents value under attack?

Or?

**Is it simply time to adjust our processes,
contracts, and our conversations?**

Choose Your Path

We have over 100 days

Dialogues for SOI/Referrals

“Have you read up on the new changes... and agreements for buying a home in 2024?

What would be the best for us to sit down... get clear on everything you want... from your new home and then I can share our process... and learn the changes in agreements?” When would you like to get together?

Dialogues for online leads

Step 1: Set the appointment + these Questions:

1. Have you toured any homes with other agents?
2. Have you discussed what agency means with any real estate agents?
3. (future state post July). Do you have 10 minutes to discuss these things... as we're now required ... to explain agency before we tour...

Dialogues for online leads

Step 2: You must call back to confirm the appointment and share that you have (x) more homes to show them. And that you'll be emailing those homes along with buyer agency disclosure forms which includes, the agreement allowing me to show you these homes.

Step 3: Once they've signed, show them the agreed upon homes & then schedule a full buyer consultation.

Choose Your Path

- 1. Bite the bullet – start now.**
- 2. Wait until the end of June, panic, then start.**
- 3. Wait until after July and look like a fool.**

**Agents & Teams must Know,
Show & Demonstrate Their
Value to Buyers**

1. We're now **applying for the job to represent buyers.**
 - Articulate the value you deliver to your buying client.
 - Explain the contracts, listing side, buy side, title, escrow and attorneys regarding settlement.
 - Share your supporting members of the transaction.
 - Share the options of how you get paid a fee for your services.

2. We're now applying for the job of representing buyers. You can not show homes with out a signed agreement.

- Single party show agreements
- *Non exclusive buyer agent agreement
- Exclusive buyer agent agreement

***KNOW your states agreements and protocols**

Co-Broke Offered to Buyers' Agents

Other commissions may be or have been negotiated elsewhere between the parties

Available

© Sarah Perkins 2024

Source: ARMLS

Closed

% Co-Broke Offered	# of Listings	Week over week change	% of Listings
2.5	9218	↑	56.44%
3	4881	↓	29.88%
2	1154	↑	7.07%
2.25	472	↓	2.89%
2.75	249	↓	1.52%
0	116	↑	0.71%
4	102	→	0.62%
1	47	↑	0.29%
3.5	35	↑	0.21%
1.5	35	→	0.21%
5	10	→	0.06%
1.75	7	↓	0.04%
3.25	3	→	0.02%

Based on Active & Coming Soon Listings as of 3/13/2024
162 listings with no offer of compensation listed

% Co-Broke Offered	# of Listings	Week over week change	% of Listings
2.5	3346	↓	58.75%
3	1572	↓	27.60%
2	341	↑	5.99%
2.25	186	↑	3.27%
2.75	107	↓	1.88%
4	57	↑	1.00%
0	42	↑	0.74%
1	14	↑	0.25%
1.5	12	↑	0.21%
3.5	10	↑	0.18%
5	6	↑	0.11%
0.5	1	→	0.02%
1.75	1	→	0.02%

Based on Closed Sales from 2/18/2024 to 3/16/2024
56 listings with no offer of compensation listed

% Co-broke offered rounded to the nearest 0.25%, limited to listings with a percentage co-broke offer only, 94% of listings

In 2019 I shared...

“Smart agents & teams will begin educating & marketing their **“PROCESSES”** that emphasize how to make buying **“easier”**, **“more convenient”**, **“less stressful”**, **“protecting their interests”**, even **“safer”**... **FIRST!**

Know, Show & Demonstrate!

I take my business and helping you succeed, very seriously. Can I show you the 90 ways I help my clients identify, negotiate and ultimately successfully close on their new home?"

90 Ways We Serve You

** Courtesy of The Svelling Group*



90 Ways We Serve you

1. Schedule Time to Meet for a Strategy Session
2. Prepare Guide & Educational Presentation
3. Meet and Discuss Goals and Non-Negotiables
4. Explain Agency Relationships
5. Discuss Different Types of Financing Options
6. Help Find a Mortgage Lender
7. Obtain Pre-Approval Letter from Lender
8. Provide Resources to Research crime in neighborhoods, school ratings, etc.
9. Provide Overview of Current Market Conditions
10. Explain Company's Value

90 Ways We Serve you

11. Discuss Earnest Money Deposits

12. Explain Home Inspection Process

13. Educate About Local Neighborhoods

14. Discuss Foreclosures & Short Sales

15. Gather Needs & Wants of Next Home

16. Explain School Districts Effect on Home Values

17. Explain Recording Devices During Showings

18. Learn All Goals & Make A Plan

19. Create Internal File for Records

20. Send Homes Within Their Criteria

90 Ways We Serve you

21. Start Showing Homes as Requested

22. Schedule & Organize All Showings

23. Gather Showing Instructions for Each Listing

24. Send Showing Schedule

25. Show Up Early and Prepare First Showing

26. Look for Possible Repair Issues While Showing

27. Gather Feedback After Each Showing

28. Update When New Homes Hit the Market

29. Share Knowledge & Insight About Homes

30. Guide Through Emotional Journey

90 Ways We Serve you

31. Listen & Learn at Each Showing

32. Keep Records of All Showings

33. Update Listing Agents with Feedback

34. Discuss Homeowner's Associations

35. Estimate Expected Utility Usage Costs

36. Confirm Water Source and Status

37. Discuss Transferable Warranties

38. Explain Property Appraisal Process

39. Discuss Multiple Offer Situations

40. Create Practice Offer to Help Prepare

90 Ways We Serve you

41. Provide Updated Housing Market Data

42. Inform Showing Activity Weekly

43. Update on Any Price Drops

44. Discuss MLS Data at Showings

45. Find the Right Home

46. Determine Property Inclusions & Exclusions

47. Prepare Sales Contract When Ready

48. Educate on Sales Contract Options

49. Determine Need for Lead-Based Paint Disclosure

50. Explain Home Warranty Options

90 Ways We Serve you

51. Update Pre-Approval Letter with Each New Offer

52. Discuss Loan Objection Deadlines

53. Choose a Closing Date

54. Verify Listing Data Is Correct

55. Review Comps to Determine Value

56. Prepare & Submit Offer to Listing Agent

57. Negotiate Offer with Listing Agent

58. Execute A Sales Contract & Disclosures

59. Once Under Contract, Send to Escrow Company

60. Coordinate Earnest Money Wire Transfer

90 Ways We Serve you

61. Deliver Copies to Mortgage Lender

62. Obtain Copy of Sellers Disclosures

63. Deliver Copies of Contract/Addendum

64. Obtain A Copy of HOA Bylaws

65. Keep Track of Copies for Office File

66. Coordinate Inspections

67. Meet Home Inspector at The Property

68. Review Home Inspection

69. Negotiate Inspection Objections

70. Get All Agreed Upon Repair Items in Writing

90 Ways We Serve you

71. Verify any Existing Lease Agreements

72. Check in With Lender To Verify Loan Status

73. Check on the Appraisal Date

74. Negotiate Any Unsatisfactory Appraisals

75. Coordinate Closing Times & Location

76. Make Sure All Documents Are Fully Signed

77. Verify Escrow Company Has Everything Needed

78. Reminder to Schedule Utilities Transfer

79. Make Sure All Parties Are Notified of Closing Time

80. Solve Any Title Problems Before Closing

90 Ways We Serve you

81. Receive and Review Closing Documents

82. Review Closing Figures

83. Confirm Repairs Have Been Made by Sellers

84. Perform Final Walk-Through

85. Resolve Any Last-Minute Issues

86. Get CDA Signed by Brokerage

87. Attend Closing

88. Provide Home Warranty Paperwork

89. Facilitate Transfer of Keys and Accessories

90. Close Out File

Know, Show & Demonstrate!

“Are you familiar with the 24 different terms that I’ll be negotiating on your behalf? Let’s take a minute and review...”

24 Terms Negotiation

- Purchase Price
- Earnest Money Deposit
- NHD Report Fees
- City Transfer Tax
- County Transfer Tax
- Private Transfer Tax
- HOA Transfer Fees
- HOA Prep Fees
- Pest Inspection Report
- Home Inspection Report
- Other Inspection Reports (ie. Roof, Sewer/Septic, Rodent, Defensible Space)
- Seller Rent Back
- Home Warranty
- Inspection Contingency
- Appraisal Contingency
- Home Repairs
- Pest Clearance
- Loan Contingency
- Days until Close of Escrow
- Appliances
- Government Requirements
- Notice to Perform
- Liquidated Damages
- Arbitration of Disputes

1. We're now **applying for the job to represent buyers.**
 - Articulate the value you deliver to your buying client.
 - Explain the contracts, listing side, buy side, title, escrow and attorneys regarding settlement.
 - Share your supporting members of the transaction.
 - Share the options of how you get paid a fee for your services.

Know, Show & Demonstrate!

“I’d love to **APPLY** for the **job** of being your **REALTOR**® ...

What questions do you have about what we do, how we get paid?”

Know, Show & Demonstrate!

“We’d love to **on board you as a client** and provide these services...

What questions do you have about what we do, how we get paid?”

Three options

1. **Single party (home) agreement**
 2. ***Non exclusive buyer agreement.**
 3. **Exclusive buyer representation agreement.**
- **ALL with “how you get paid”**

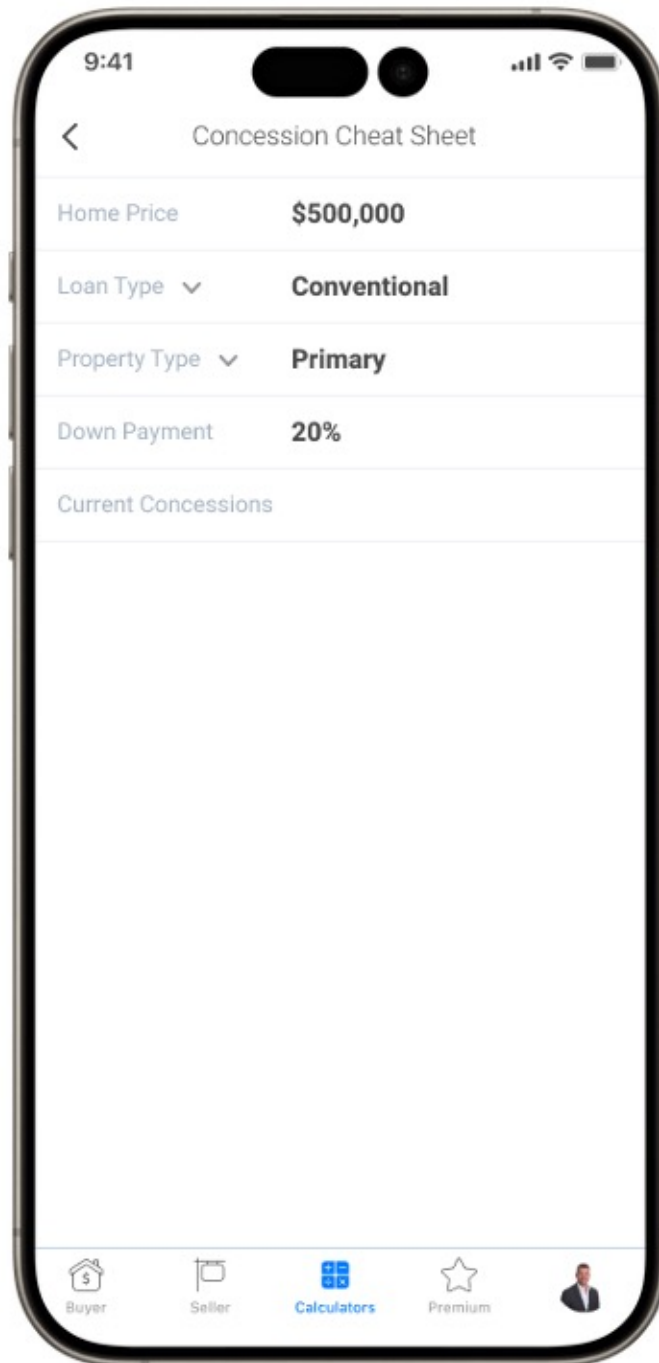
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SELLER CONCESSION CHEAT SHEET FOR REALTORS

Loan Type	Property Type	Down Payment	Contribution Type	Max. Seller Contribution
Conventional	Primary & Secondary Home	<ul style="list-style-type: none"> Less than 10% 10 - 25% More than 25% 	Closing Costs, Prepaid Items, & Discount Points	<ul style="list-style-type: none"> 3% 6% 9%
Conventional	Investment	15% or More	Closing Costs, Prepaid Items, & Discount Points	2%
FHA	Primary	3.5% or More	Closing Costs, Prepaid Items, & Discount Points	6%
VA	Primary	N/A	<ul style="list-style-type: none"> Closing Costs, Prepaid Items, & Discount Points Can Include Debt Payoff 	<ul style="list-style-type: none"> Unlimited (Up to 2 Discount Points) 4%
USDA*	Primary	N/A	Closing Costs, Prepaid Items, & Discount Points	6%

All-New Seller Concession Calculator In Palm Agent



Listing Price \$500,000

Loan Type	Property Type	Contribution Type	Down Payment	MAX Seller Contribution
Conventional	Primary & Secondary Home	Closing Costs, Prepaid items, & Discount Points	Less than 10% →	\$15,000 3%
			10-25% →	\$30,000 6%
			More Than 25% →	\$45,000 9%
Conventional	Investment	Closing Costs, Prepaid items, & Discount Points	15% or more	\$10,000 2%
FHA	Primary	Closing Costs, Prepaid items, & Discount Points	3.5% or more	\$30,000 6%
VA	Primary	Closing costs, prepaids, and up to 2 discount points Funding fee, additional discount points, and debt payoff	→	Unlimited
			N/A →	\$20,000 4%
USDA*	Primary	Closing Costs, Prepaid items, & Discount Points	N/A	\$30,000 6%

*All numbers are estimates only. Please obtain final number prior to closing.



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SO WHERE ARE
YOU **STUCK?**



Thursday the 4th
Save the date:
11:00am PDT
Seller version