

Outcomes:

- Clarity
- Action

#TheNAREffect – Webinar Series

Our Guests:



Show Flow:

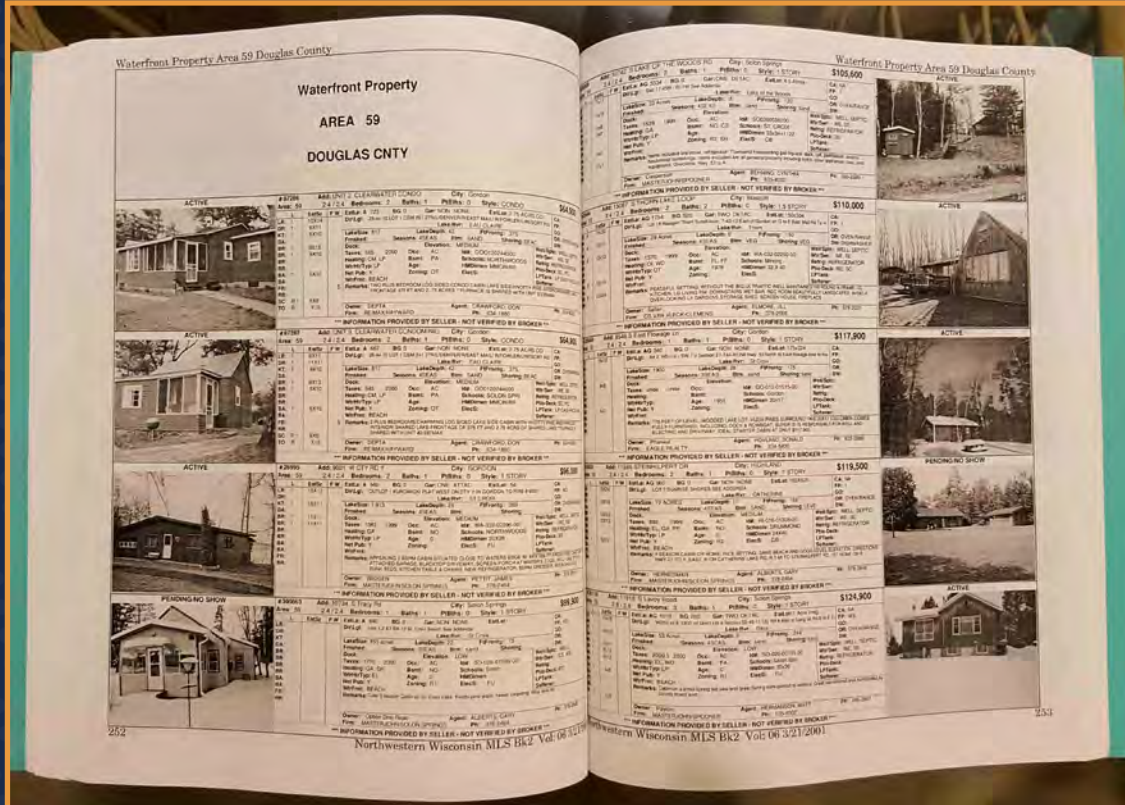
- Jack Miller – What we know.
- Panel Discussion – How are you preparing, what objections & how are you handling them, insights & advice!
- Jimmy Mackin – 5 listing attraction Campaigns that work.



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

Tom J

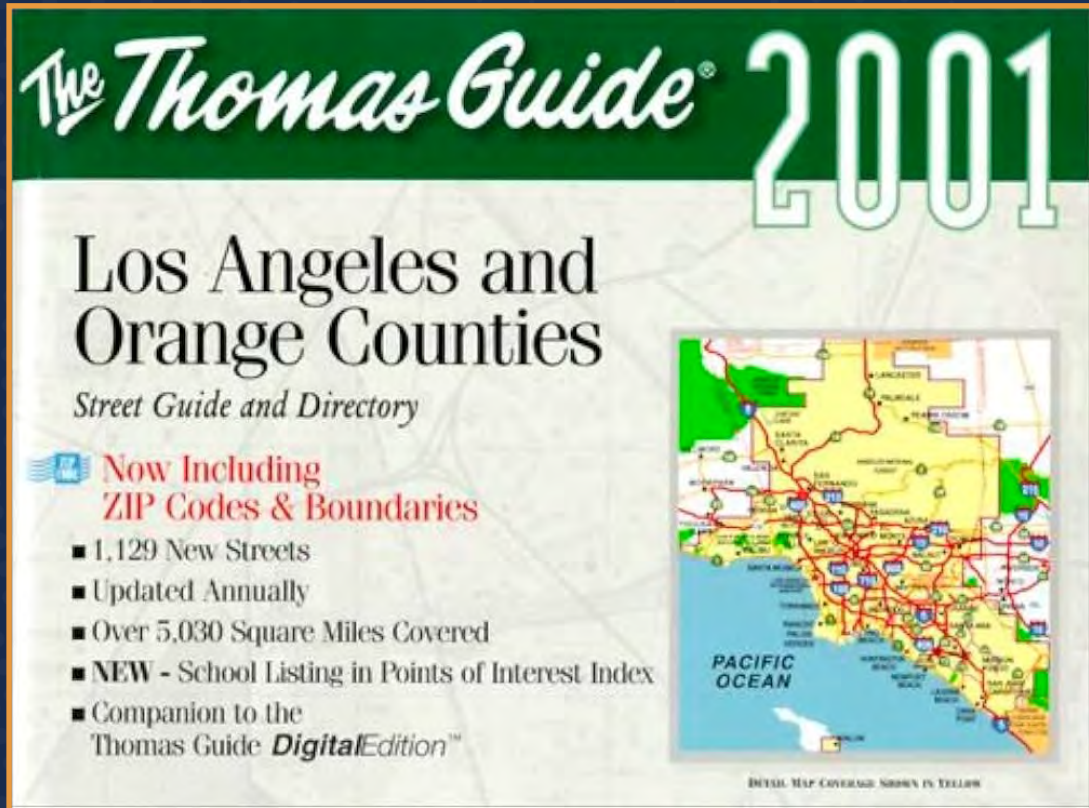
PREDECESSOR



SUCCESSOR



PREDECESSOR



SUCCESSOR



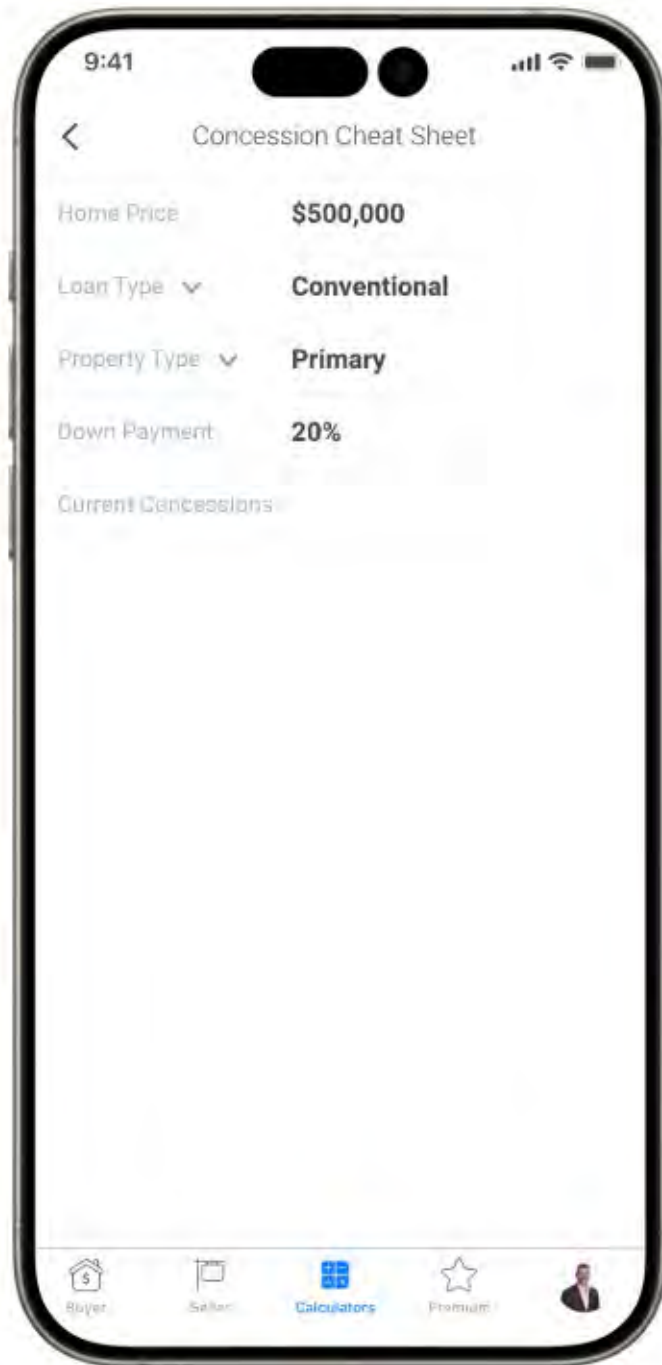
PREDECESSOR



SUCCESSOR



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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What did you do during
the pandemic?

Choose Your Path

We have over 90 days







**What must we
know?**

Show Flow:

- Jack Miller – what we know.
- Panel Discussion – How are you preparing, what objections & how are you handling them?
- Jimmy Mackin – 5 listing attraction campaigns that work.

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Co-Broke Offered to Buyers' Agents

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

© Sarah Perkins 2024

Source: ARMLS

Available

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%

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

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

Co-Broke Offered to Buyers' Agents

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Source: ARMLS

Available

Closed

% Co-Broke Offered	# of Listings	Week over week change	% of Listings
2.5	9347	➡	56.67%
3	4779	⬇	28.98%
2	1291	⬆	7.83%
2.25	503	➡	3.05%
2.75	224	➡	1.36%
0	136	⬆	0.82%
4	69	⬇	0.42%
1	47	➡	0.28%
1.5	40	➡	0.24%
3.5	32	➡	0.19%
5	8	➡	0.05%
1.75	6	➡	0.04%
3.25	3	➡	0.02%

% Co-Broke Offered	# of Listings	Week over week change	% of Listings
2.5	3458	⬇	58.54%
3	1624	➡	27.49%
2	387	⬆	6.55%
2.25	198	⬆	3.35%
2.75	115	➡	1.95%
0	43	➡	0.73%
4	40	⬇	0.68%
1	14	➡	0.24%
3.5	13	➡	0.22%
1.5	8	⬇	0.14%
5	6	➡	0.10%
0.5	1	➡	0.02%

Based on Active & Coming Soon Listings as of 4/3/2024
180 listings with no offer of compensation listed

Based on Closed Sales from 3/3/2024 to 3/30/2024
54 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

3 & 4 % co broker decreasing
0 and 2% co broke increasing

**Ask Your Title
Executive for the
Data!**

Seller Side!

What **NEW** objections do you hallucinate you'll hear vs what you're hearing?

Seller Side!

Objection: “Another agent said they would do it all for 2.75% or (3.5%)... will you?”

Answer 1: “Wow, tell me more about that? What do you believe they’re trying to achieve by doing that? I believe there’s three things you should be aware of...”

1. Dual Agency.
2. Designated Agency.
3. How will they attract a buyer... or a bidding war... vs allowing (xx,xxx) agents in the marketplace to bring their buyers... to buy your home...

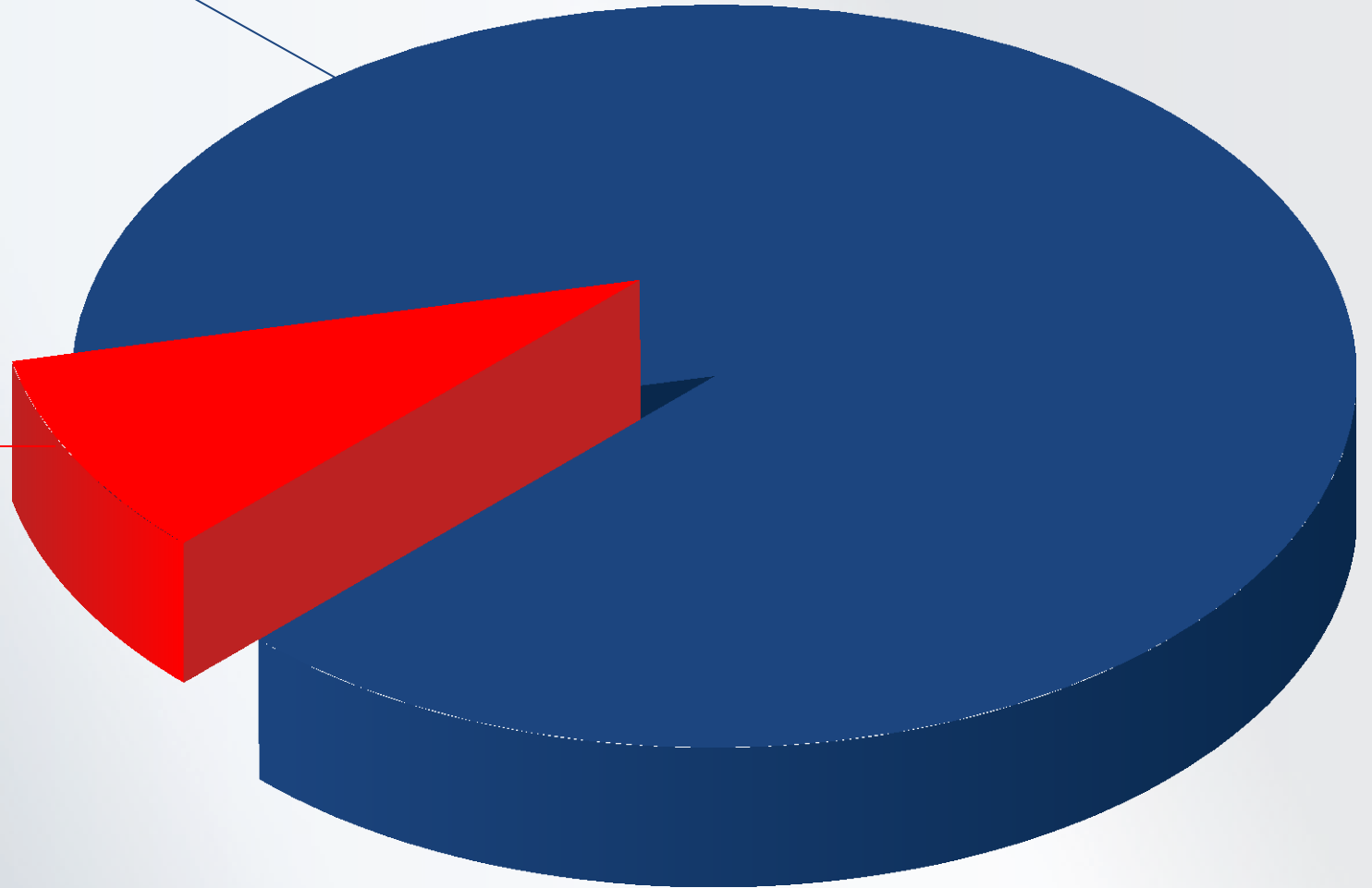
I guess it comes down to... what you want to achieve?

Seller Objections!

“We don’t want to list with a buy side fee”

●
**Are we looking to
attract the highest
number of buyers...**

●
**Or are you comfortable
limiting the number of
buyers and potentially the
highest possible home price?**



Seller Side!

Objection: “We need to get as much money out of this sale as possible, so we don’t want to pay a buyer a fee”

Answer 1: “Getting you the best possible terms is always my focus... .. and what we know is... offering a buyer's agent commission... can be instrumental in achieving the highest possible price...”

It encourages (xx,xxx) agents AND THEIR BUYERS to show & see your home, often resulting in a potential bidding war, a higher sale price and better terms for you. What impact do you think that could have on your final sales price?” **EXAMPLE 18% less on average when FSBO**

Seller Side!

Objection: “We need to get as much money out of this sale as possible, so we don’t want to pay a buyer a fee”

Answer 2: Getting you the best possible terms is always my focus... and what WE KNOW is... NOT OFFERING A FEE to the nearly (XX,XXX) agents AND THEIR BUYERS in the market, starting with the agents who buy all the buyer leads from Zillow, Realtor and Homes.com can DRAMATICALLY LIMIT the number of buyers... that see your home. What impact do you think that could have on your final sales price?

I’m trying to get you the most amount of money possible, you’re trying to save 2.5%... Which are you committed to?”.

Are you choosing to... limit your pool of the buyers who are able to pay the buyer fee out of pocket?

Seller Side!

Objection: “We’re not sure if we want to offer a buy side fee?”

Answer 1: “I can appreciate that, help me understand your point of view?”

Answer 2: “As I see it, you have three options...”

1. We offer no fee... and we see how the (xx,xxx) agents react to it.
2. You hire me additionally to represent the unrepresented buyers through “designated agency”... which protect you and I. or...
3. We offer a buy side fee to the (xx,xxx) agents in the market, you allow me to unleash my marketing and we strive for the best possible price and terms for the sale of your home... what would you like to do?

CALL

800-624-9575

NOW

Show Flow:

- Jack Miller – What we know.
- Panel Discussion – How are you preparing, what objections & how are you handling them, insights & advice!
- Jimmy Mackin – 5 listing attraction Campaigns that work.