



Working with Buyers and Sellers in the New Era

Activity: Informed Consent and the Seller's Three Options

What are the pros and cons to the seller of each approach?

The Old-Fashioned Approach -

The seller obligates themselves to compensate the buyer's brokerage by creating the *Seller's Compensation to Buyer's Brokerage* (NMAR 4660) at the time of the listing appointment. They are generous sellers who have sold many houses before, and they tell you they want to do it "the old-fashioned" way.

What are the advantages of this approach to the seller?

What are the disadvantages of this approach to the seller? How will you explain this?

The Emerging Picture Approach -

The seller says they will consider compensating the buyer's brokerage depending on how the buyer's offer and the request for compensation (if any) looks.

What are the advantages of this approach to the seller?

What are the disadvantages of this approach to the Seller?

The Save Every Dime Approach -

The seller says that they will not compensate the buyer's brokerage "in any way, shape or form!" Further, they tell you "It's about time these buyer's start paying for their own broker!"

What are the advantages of this approach to the seller?

What are the disadvantages of this approach to the seller?
