



LOKATION[®]
REAL ESTATE

SELLER'S **GUIDE**



What You Need to Know Post-NAR Settlement

This guide is designed to help you understand what the recent changes brought by the National Association of Realtors (NAR) settlement mean for you as a home seller. Whether you're selling your home for the first time or you're an experienced seller, these changes affect how commissions are handled, but rest assured, you still have many options to get the most money for your home.

What the NAR Settlement Means for You as a Seller

i Buyer Broker Commissions: Still Optional, but No Longer Visible on MLS

One of the biggest changes is that an offer of buyer broker compensation will no longer be visible in MLS listings. However, this does not mean you can't offer to pay buyer agent commissions. Many sellers will continue to do so to make their home more attractive to a broader pool of buyers either directly from the Seller to the Buyer's Broker or through authorizing your Listing Broker to offer a portion of their compensation to the other party. Why?

Attract More Buyers

Offering buyer broker compensation incentivizes agents to bring buyers to your home, ensuring more foot traffic and competition for your property.

Flexible Negotiations

You can still negotiate the terms of commission with your agent and the Buyer's Broker and decide what works best for your situation. The amount (if any) offered as part of the listing agreement is not set in stone and can still be negotiated like any term of the Buyer's Offer when made and negotiating.

Agents will now be required to provide clear communication regarding any buyer broker commission both with their Buyer as well as with you, the Seller, when negotiating a transaction. This means you'll have complete transparency in how fees are being handled.

i Increased Transparency in the Selling Process

One benefit of the NAR settlement is that transparency is now a focal point of the home-selling process. This helps you make more informed decisions. Your real estate agent will provide you with clear disclosures on all commissions and fees so you know exactly what you're paying for and what to expect and how it is being paid.

This transparency applies not just to you as the seller, but also to the buyer, creating an atmosphere of trust and fairness in negotiations.

What Services Do REALTORS® Provide When Selling Your Home?

Real estate agents offer more than just listing your home online. Here's a breakdown of the services you'll receive when working with a REALTOR®:



Strategic Pricing with Market Analysis

Comparative Market Analysis (CMA)

Your agent will conduct a thorough analysis of your home's value based on comparable properties, market trends, and neighborhood data to set a competitive and strategic price.

Pricing Guidance

Agents help set the price to attract buyers while maximizing your return, avoiding the pitfalls of underpricing or overpricing.

Professional Marketing & Exposure

MLS Listings

Your property will be listed on MLS, giving it visibility to thousands of buyers and agents.

Professional Photography & Virtual Tours

High-quality images, virtual tours, and even drone footage are common practices to showcase your home in its best light.

Targeted Digital Marketing

Agents use targeted online ads, social media, and email campaigns to market your home directly to potential buyers.

Open Houses & Private Showings

REALTORS® organize open houses and manage private showings, handling scheduling and ensuring interested buyers have a seamless viewing experience.

Expert Negotiation

Handling Offers

When buyers submit offers, your agent will negotiate on your behalf to ensure you receive the best possible terms.

Counteroffers & Contingencies

They will skillfully navigate counteroffers and contingency requests, helping to keep the transaction moving smoothly.



Legal & Administrative Guidance

Contract Handling

REALTORS® handle all the legal paperwork, ensuring everything is filled out correctly, timelines are met, and you stay compliant with regulations.

Closing Assistance

Agents will be with you through every step of the closing process, working with title companies, lenders, and attorneys to ensure a smooth and timely closing.

Post-Sale Support

Closing Prep

Agents help coordinate with the closing company, provide a checklist of final tasks, and ensure you're fully prepared for closing day.

Next Steps

Even after the sale, REALTORS® can assist with your transition to a new home, including recommendations for moving services and utilities setup.

Myths vs. Reality

Clearing Up Misconceptions about the NAR Settlement

 MYTH	 REALITY
1 Sellers Can No Longer Pay Buyer Agent Commissions	Sellers can still offer buyer agent compensation. The settlement only changes the visibility of this commission on MLS listings. Offering to cover buyer agent fees can make your home more attractive to potential buyers.
2 Buyers Will Automatically Negotiate Lower Commissions	Buyers have always had the ability to negotiate commissions. However, shifting this cost to buyers might reduce their purchasing power, particularly for first-time buyers who already face significant financial hurdles.
3 Sellers Will Save Money Post-Settlement	While you're not required to pay buyer agent commissions, the absence of this offer may lead to fewer buyers or force you to give concessions elsewhere in the transaction.
4 REALTOR® Services Have Changed	The services provided by REALTORS® remain comprehensive and essential. Agents continue to offer pricing expertise, professional marketing, negotiation, and legal guidance to ensure you get the best results from your home sale.

How to Maximize Your Home Sale Post-Settlement

Here are a few tips for sellers navigating this new landscape.



Work with a Skilled REALTOR®

A knowledgeable agent is more important than ever. They will help you navigate the changes and determine the best strategy for buyer agent compensation.



Offer Buyer Agent Compensation Strategically

While you're not required to pay buyer agent commissions, offering compensation can still be a valuable way to make your home stand out.



Prepare for Negotiations

Understand that buyers may request concessions if you choose not to offer agent compensation. Be ready to negotiate effectively with the help of your REALTOR®.



Price Your Home Competitively

In a market that's evolving due to regulatory changes, competitive pricing is key. Ensure your home is priced right to attract serious buyers.



Leverage Professional Marketing

In a more competitive environment, professional marketing makes all the difference. Ensure your agent has a solid plan to showcase your home to the right buyers.

Final Thoughts

The real estate landscape is changing, but with the right guidance, selling your home can still be a smooth and profitable experience. By working with a trusted REALTOR®, offering strategic buyer incentives, and understanding the impact of the NAR settlement, you can position your home for success in today's market.



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