#### GETTING 7% COMMISSIONS





Take the 7% Technique to the next level



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Create MASSIVE demand for your listing

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### Take the 7% Technique to the next level Create MASSIVE demand for your listing Create a bidding war of extreme proportions Get offers of 20, 30, 40 thousand over list Get dozens of buyer's agents at your open house Get those buyer's agents into a feeding frenzy of offers Get agents conspiring against each other to make offers

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### Take the 7% Technique to the next level Create MASSIVE demand for your listing Create a bidding war of extreme proportions Get offers of 20, 30, 40 thousand over list Get dozens of buyer's agents at your open house Get those buyer's agents into a feeding frenzy of offers Get agents conspiring against each other to make offers Do all of this with ONE open house!

GETTING 7% COMMISSION







## 1.Add the same commission override clause to your contract.



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499,950 515,000 15,050 1505 Addl' Commission

TOTAL COMMISSION (3% + \$1505): 16,955 (vs. 11,880 @ 5% 475,200)



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ENTREME.

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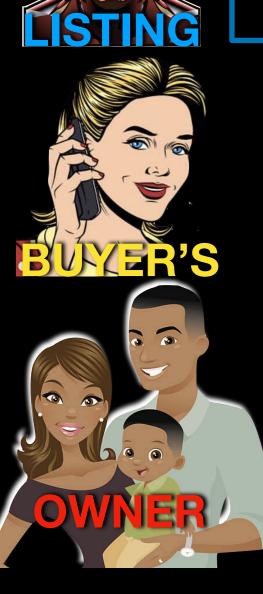






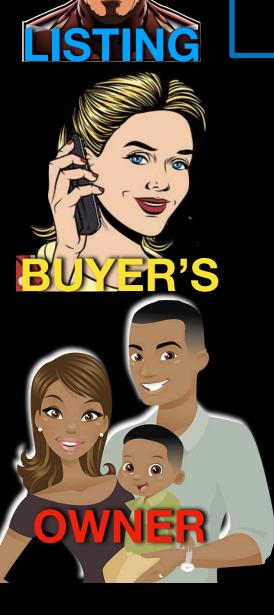


3% = 15,450



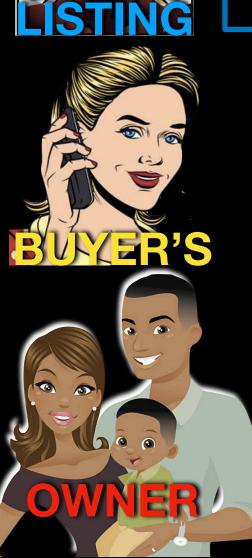


3% = 15,450 10% = 1,505





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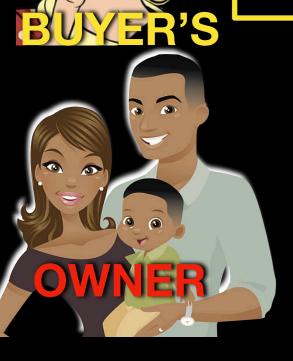


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3% = 15,450 10% = 1,505 **\$16,955** 

4% = 20,600

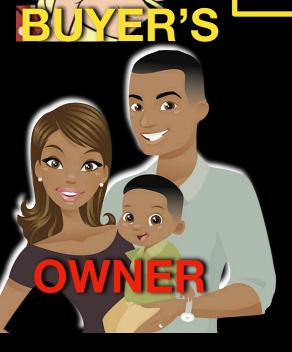


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3% = 15,450 10% = 1,505 **\$16,955** 

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5 6



# \$515,000

M

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BUNER'S

**OWNER** 

5

3% = 15,450 10% = 1,505 **\$16,955** 

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## \$515,000

3% = 15,450 10% = 1,505 **\$16,955** 

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M



## \$515,000 \$530,000

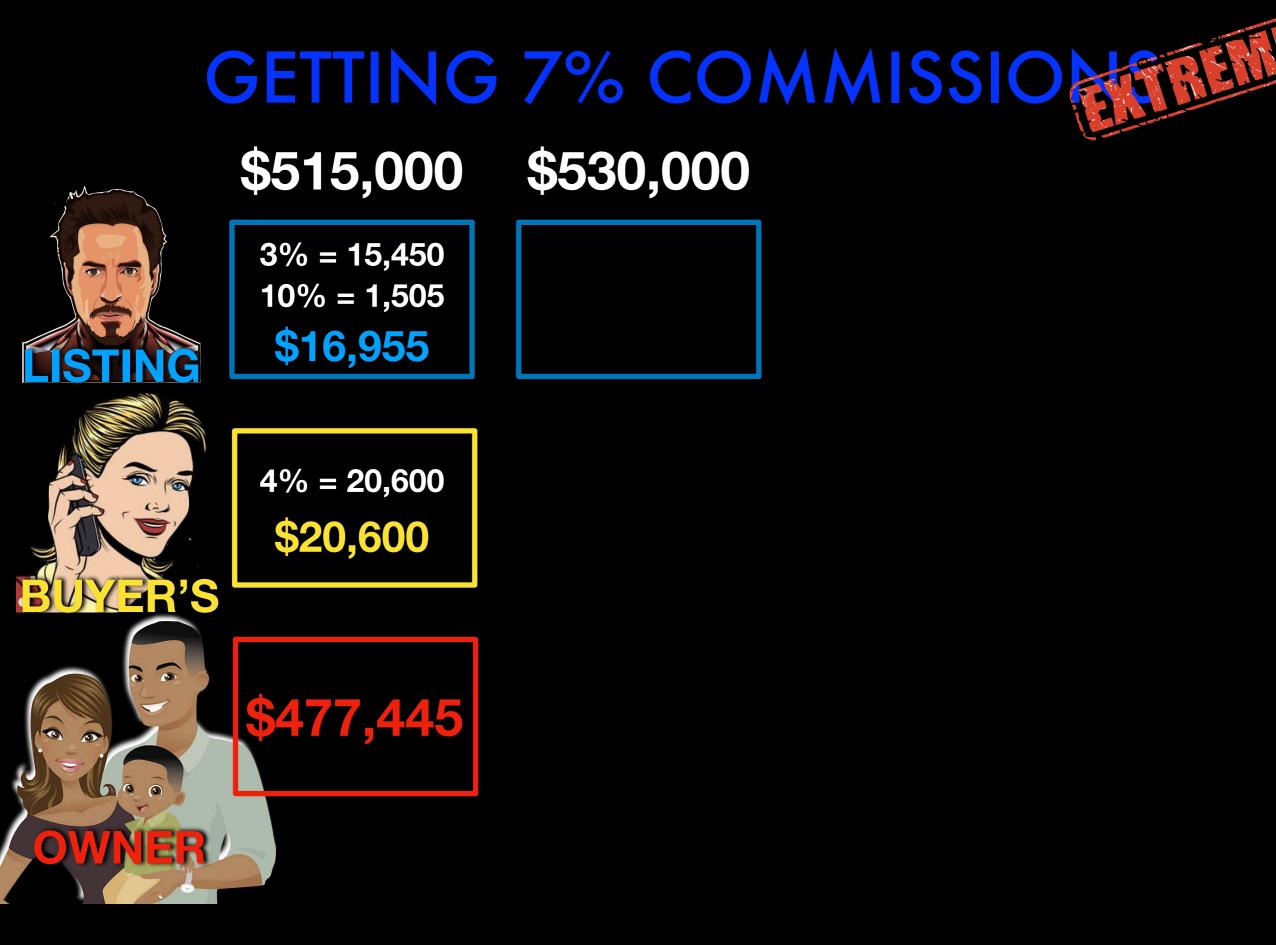
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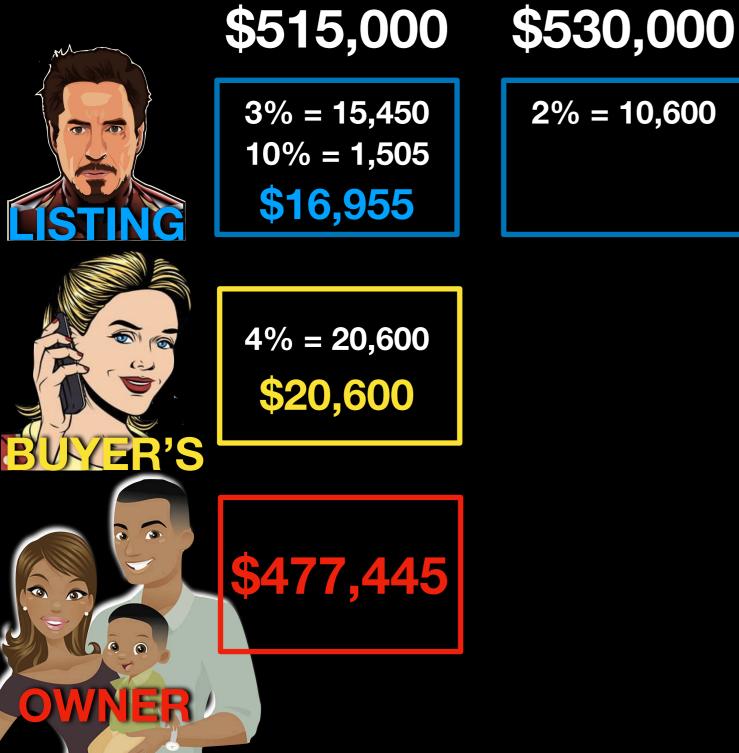
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4% = 20,600 **\$20,600** 

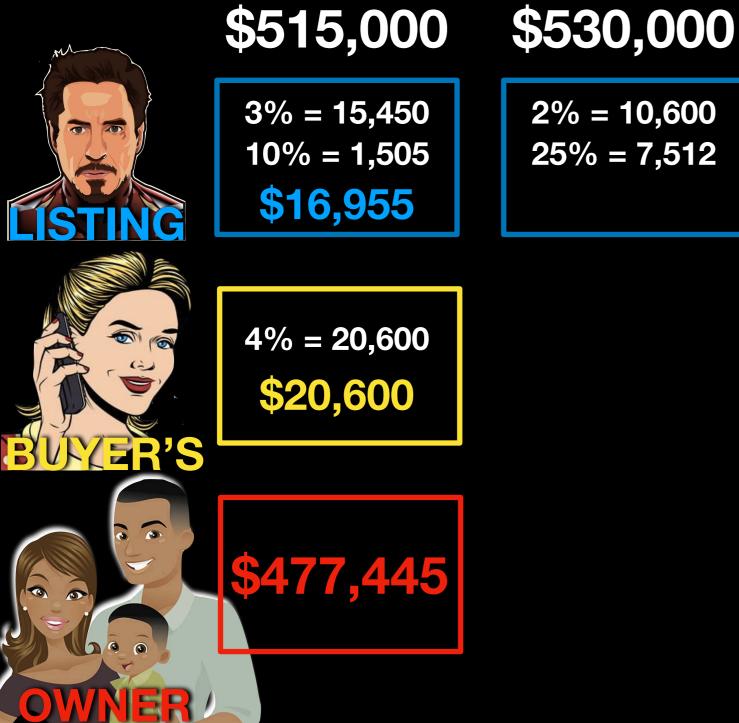






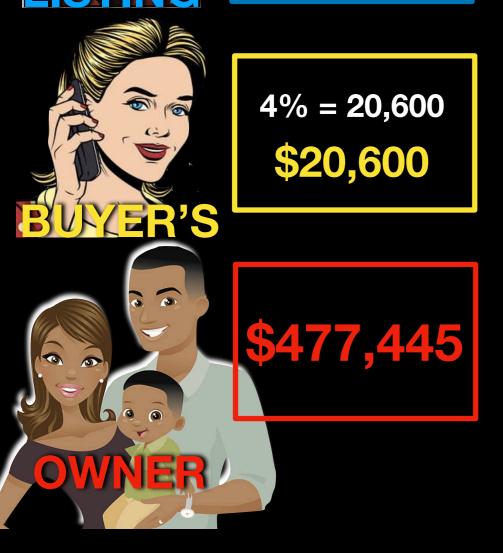


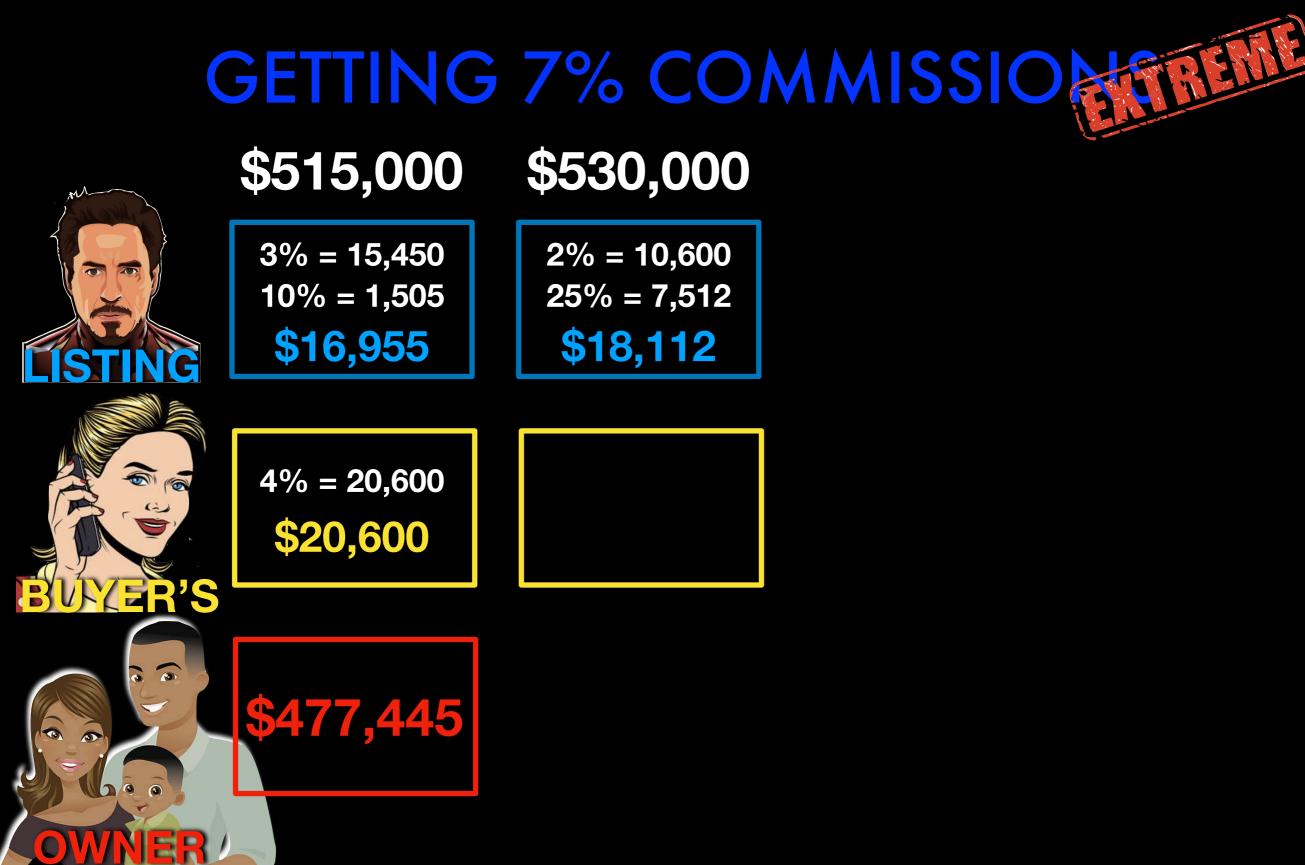














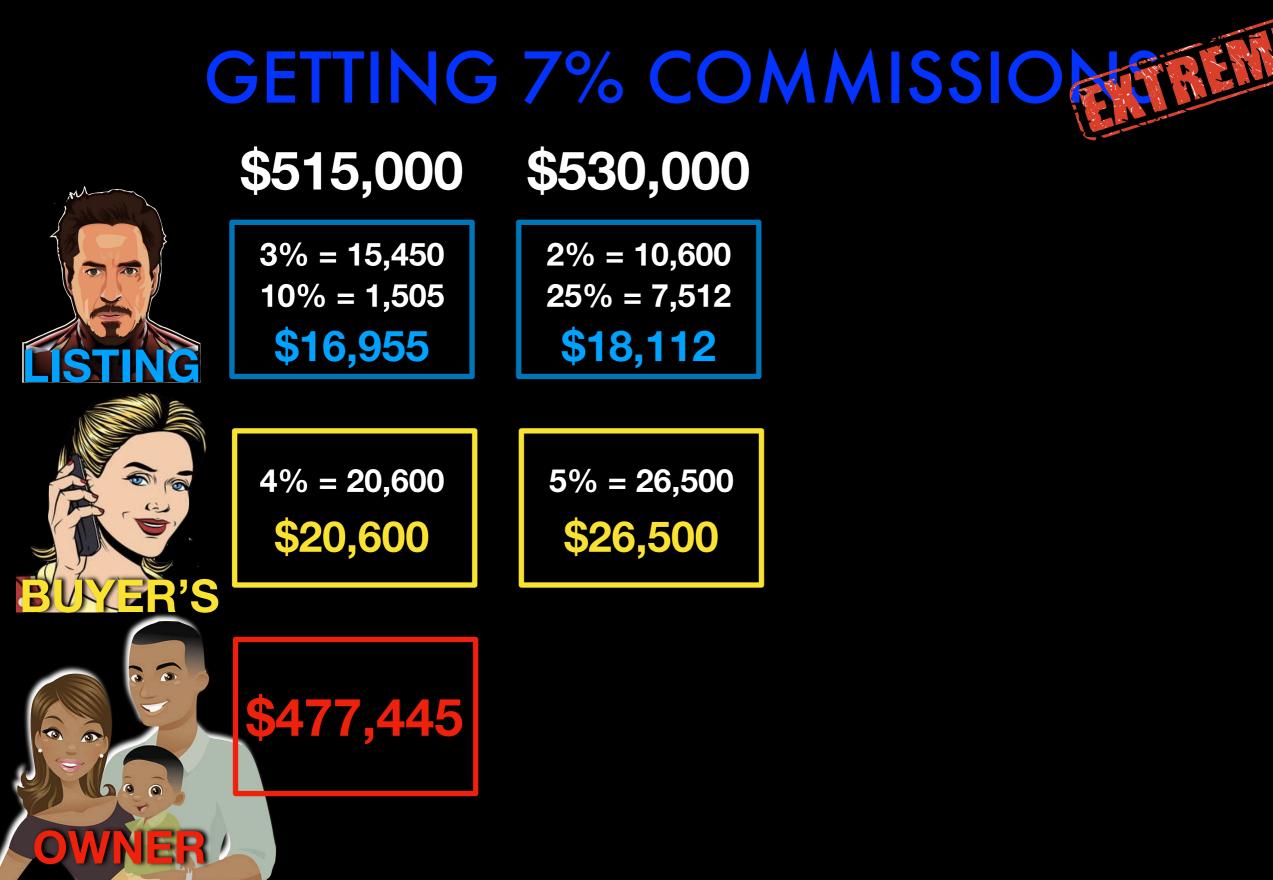
 $10\% = 1,505 \\ \$16,955 \\ \$18,112 \\ \$18,112 \\ \$18\% = 20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,600 \\ \$20,$ 

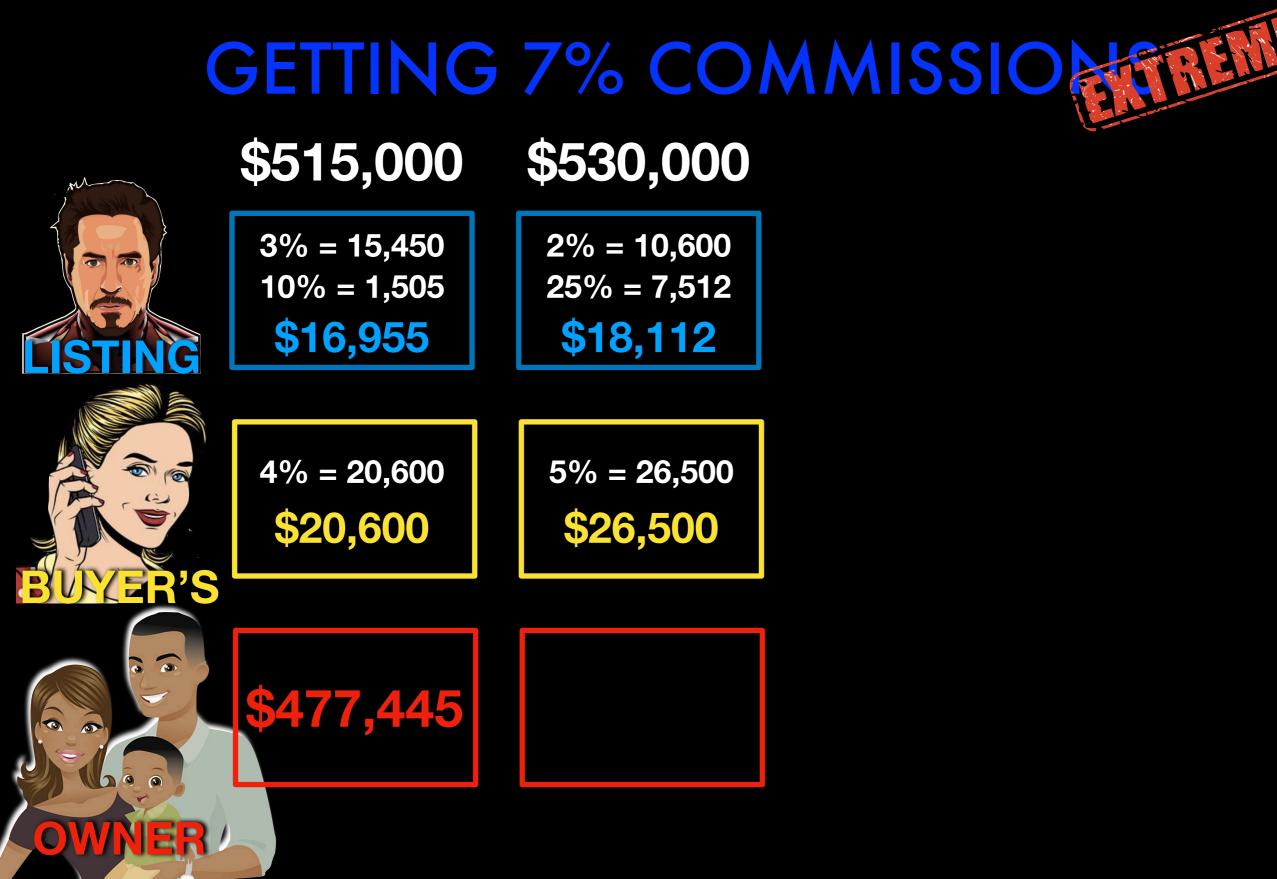
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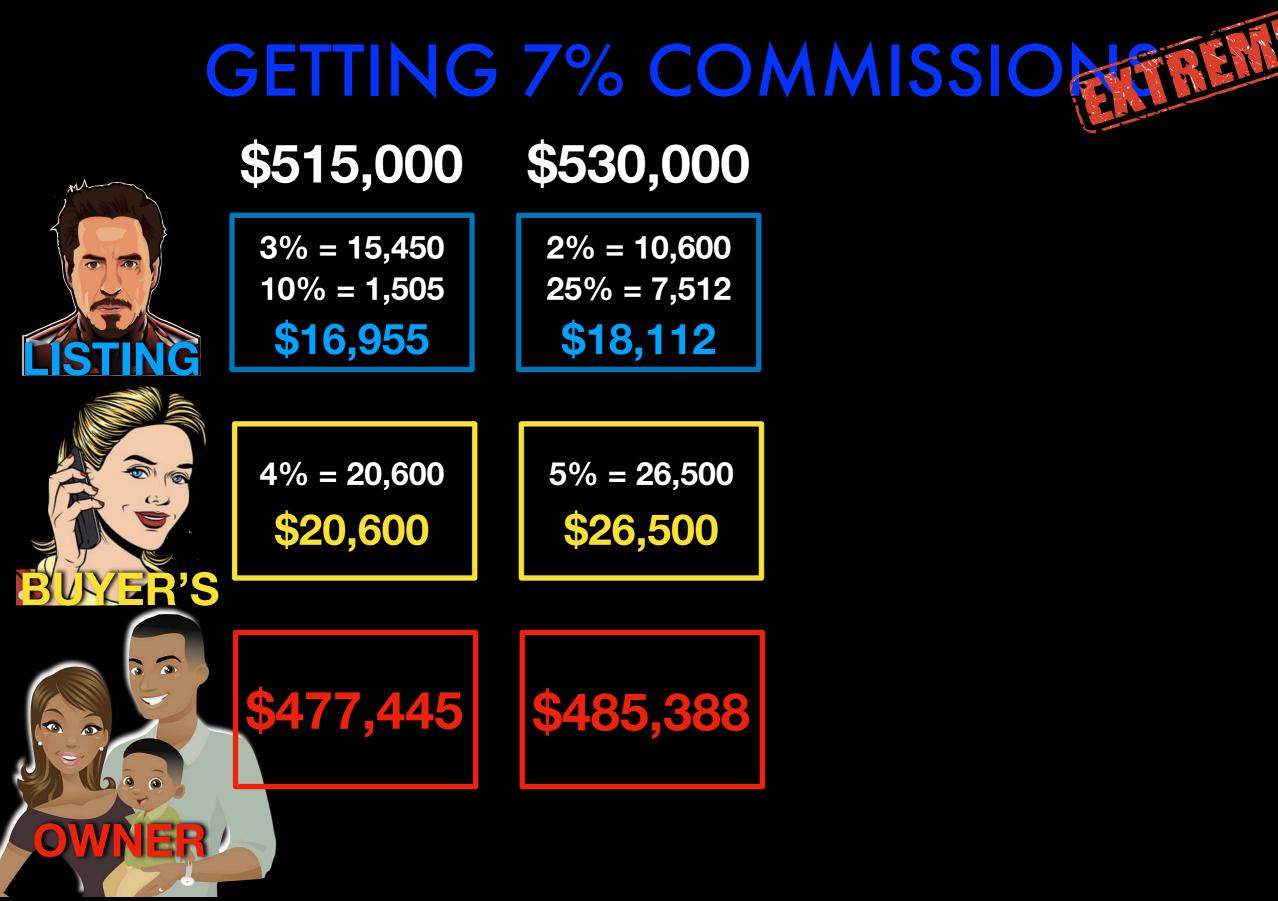
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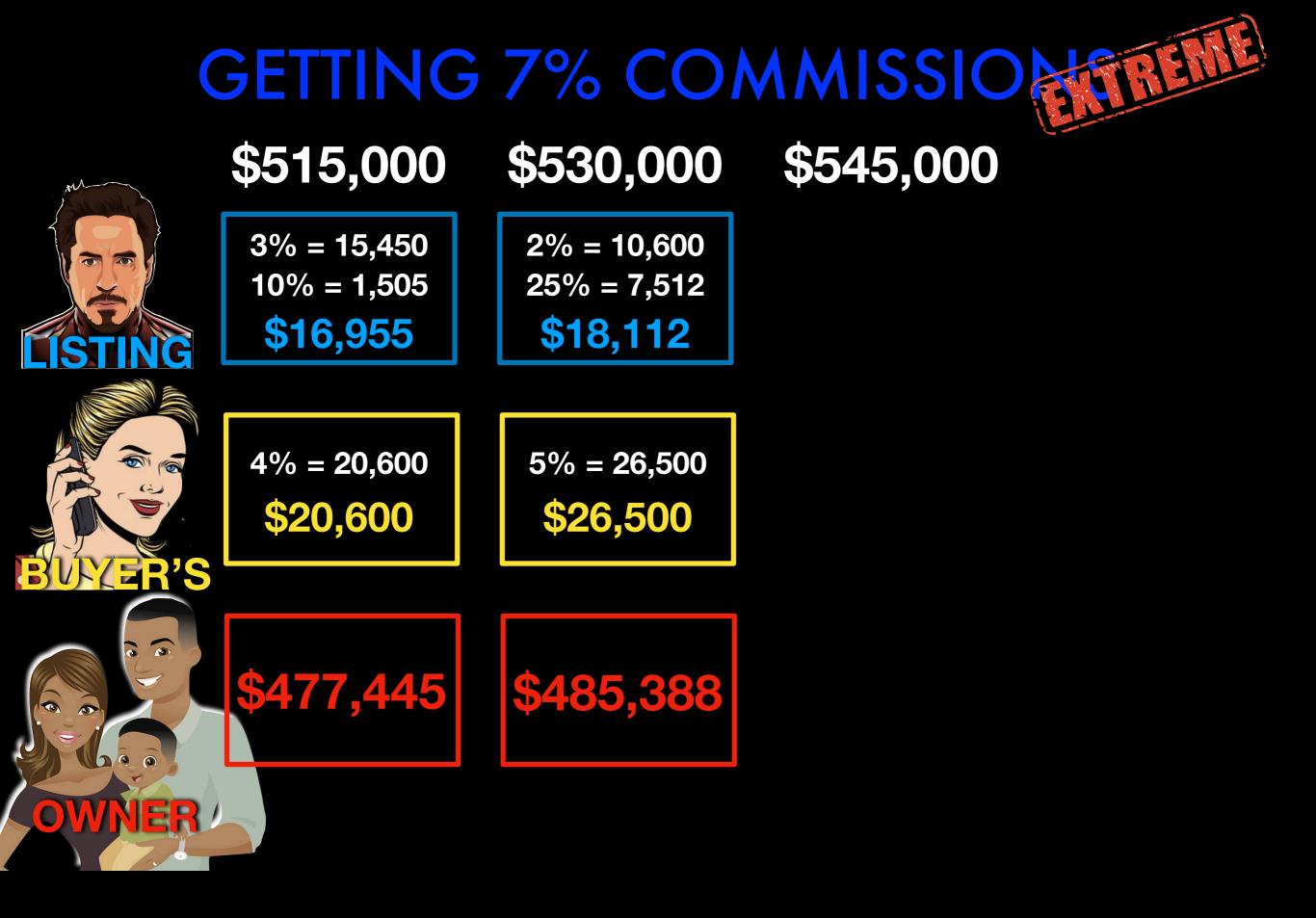
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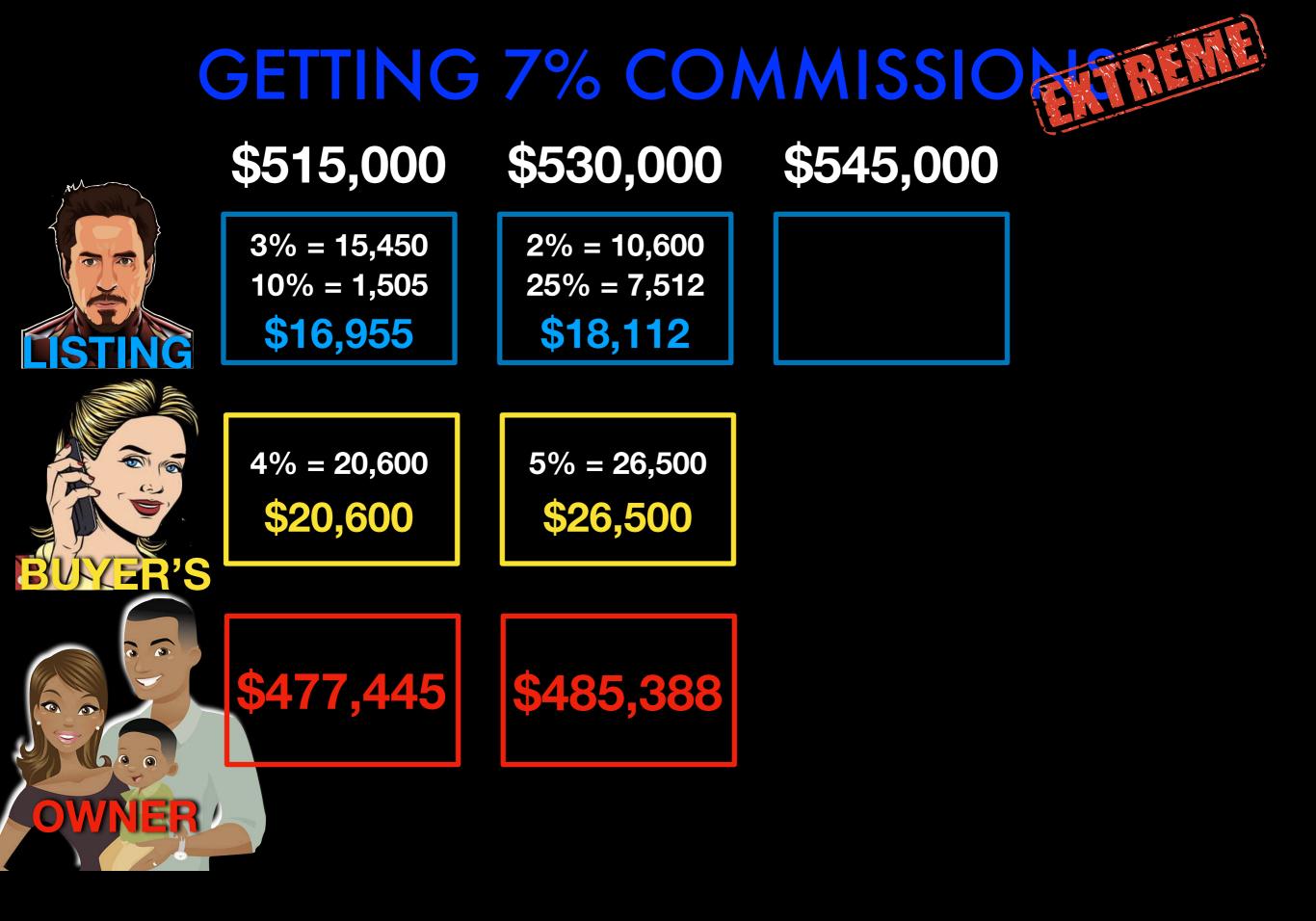
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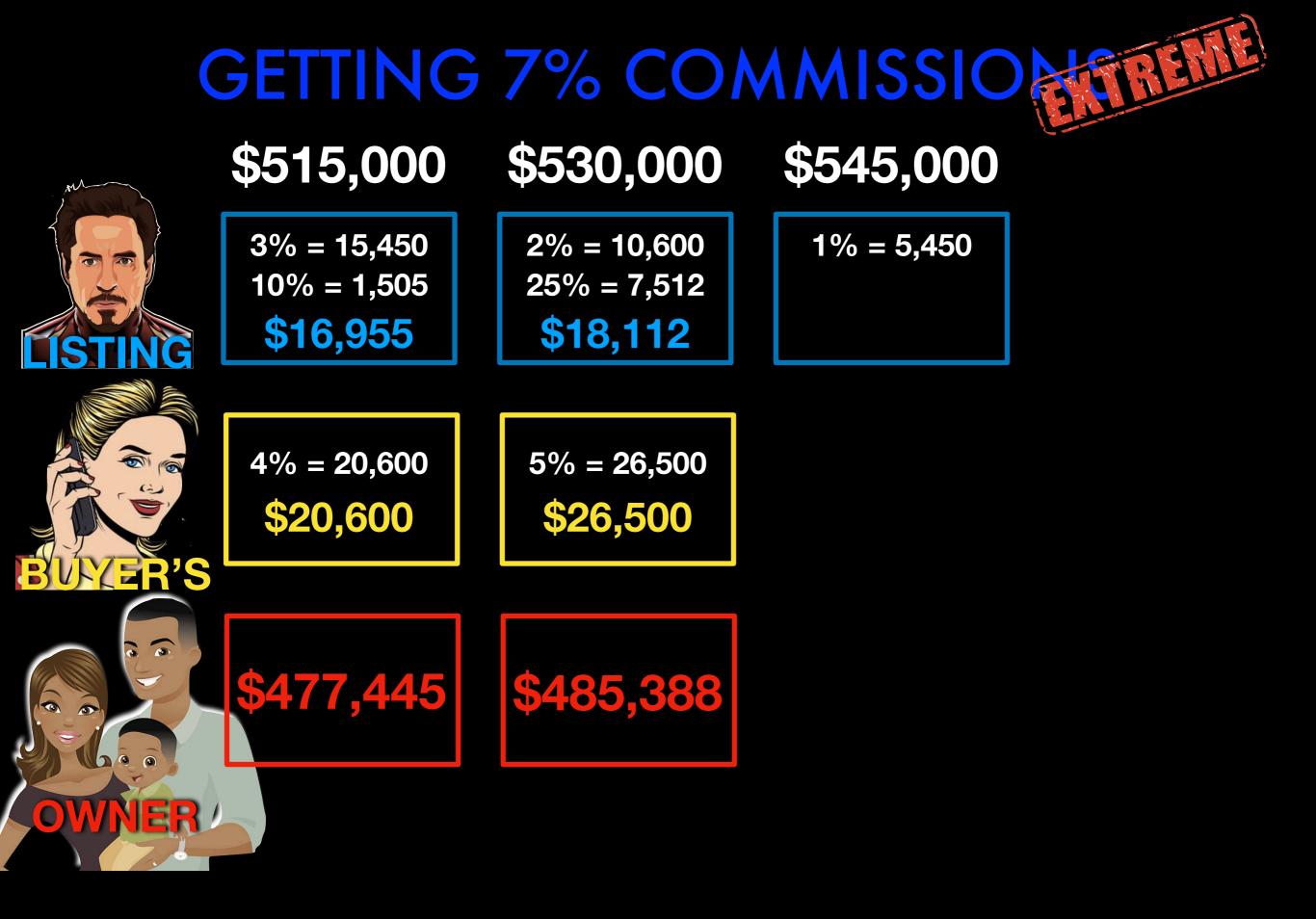


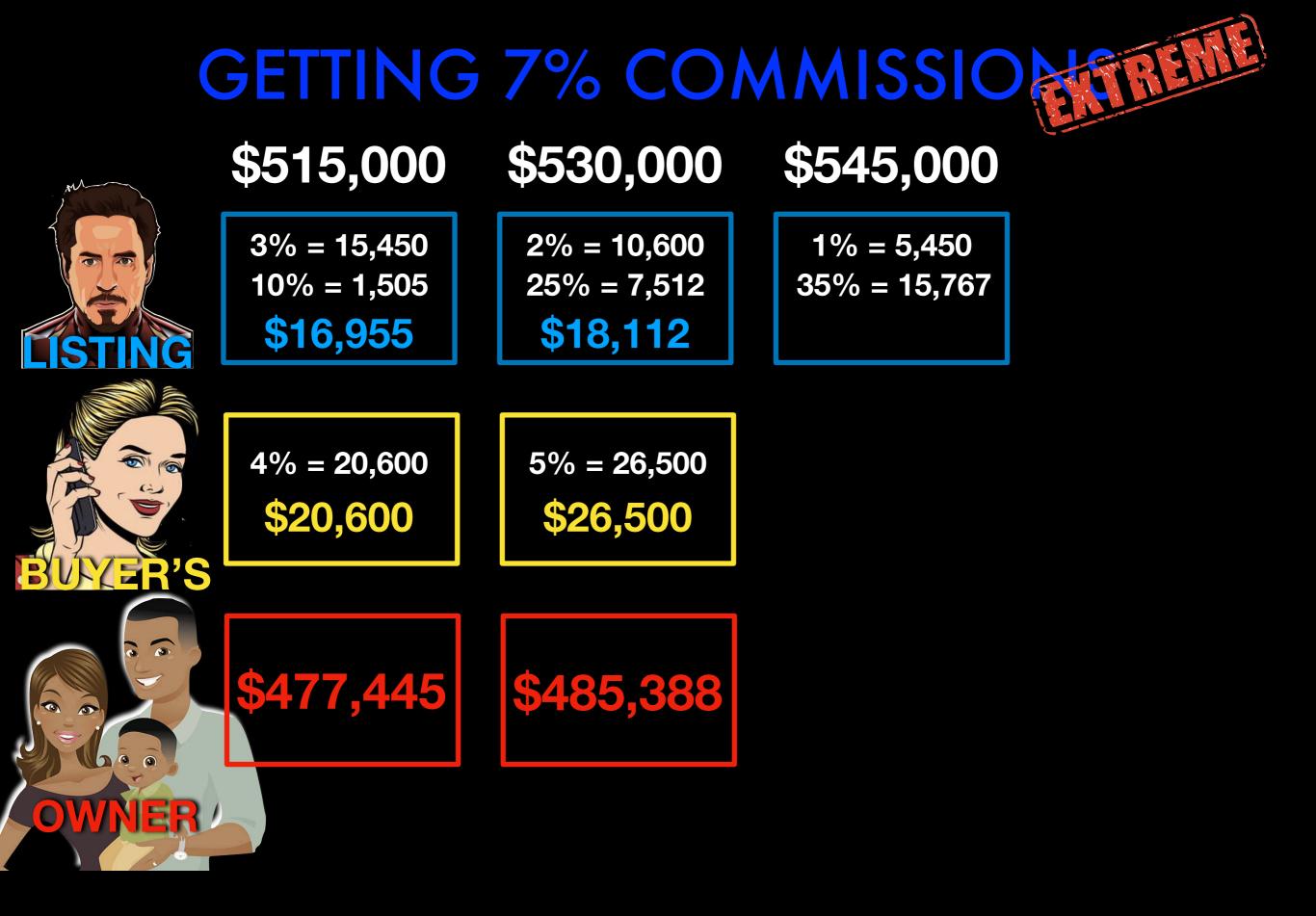


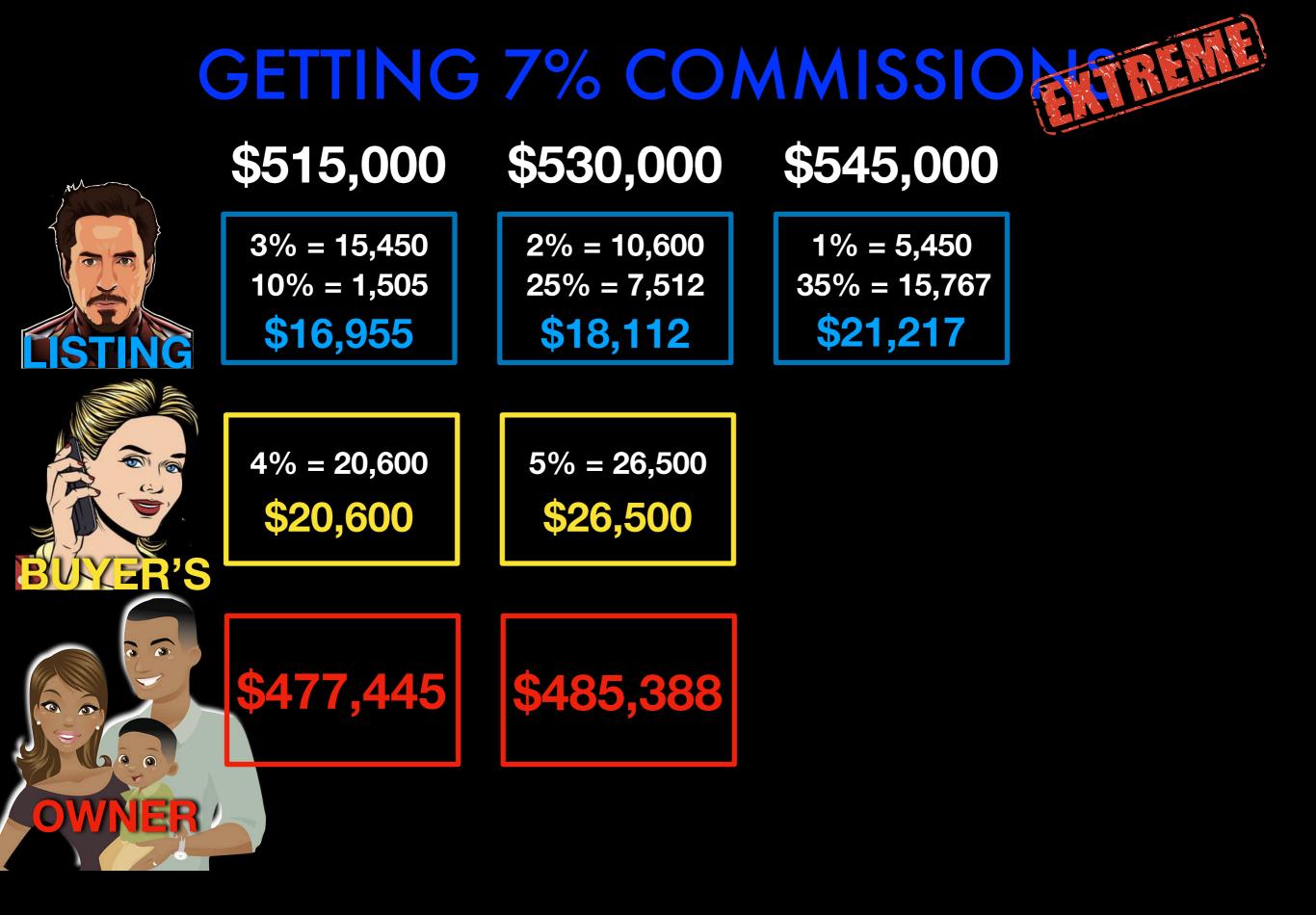


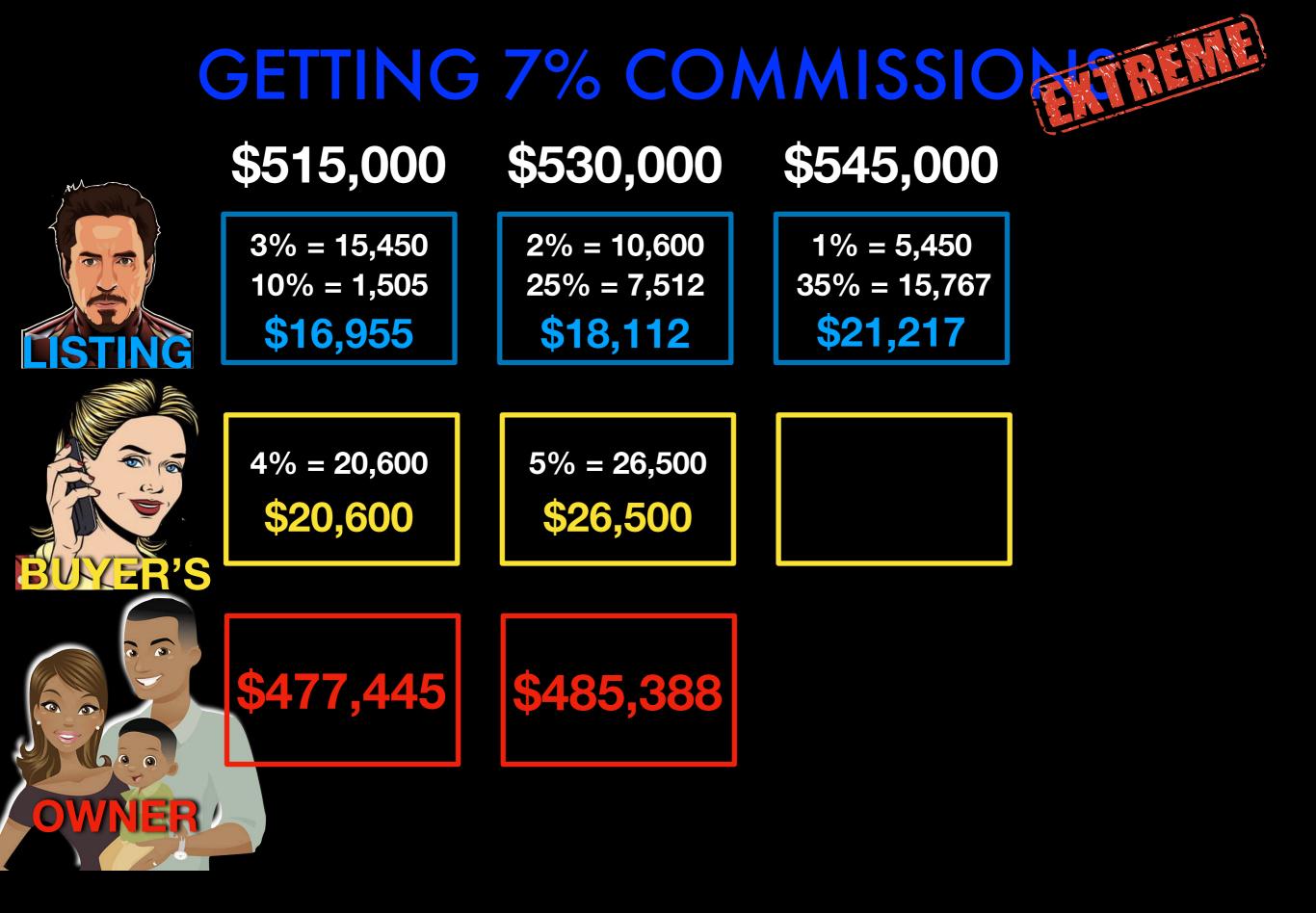










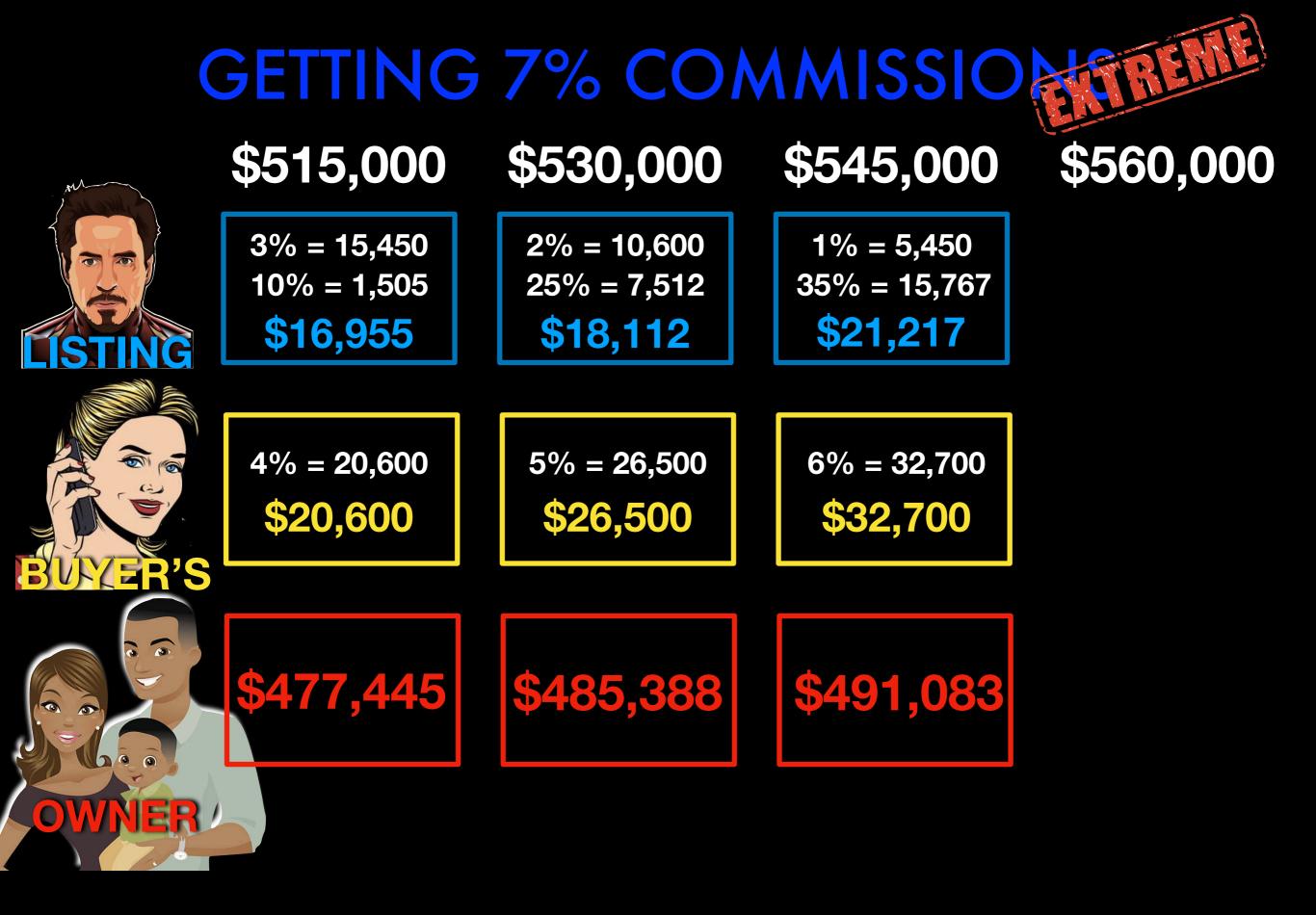


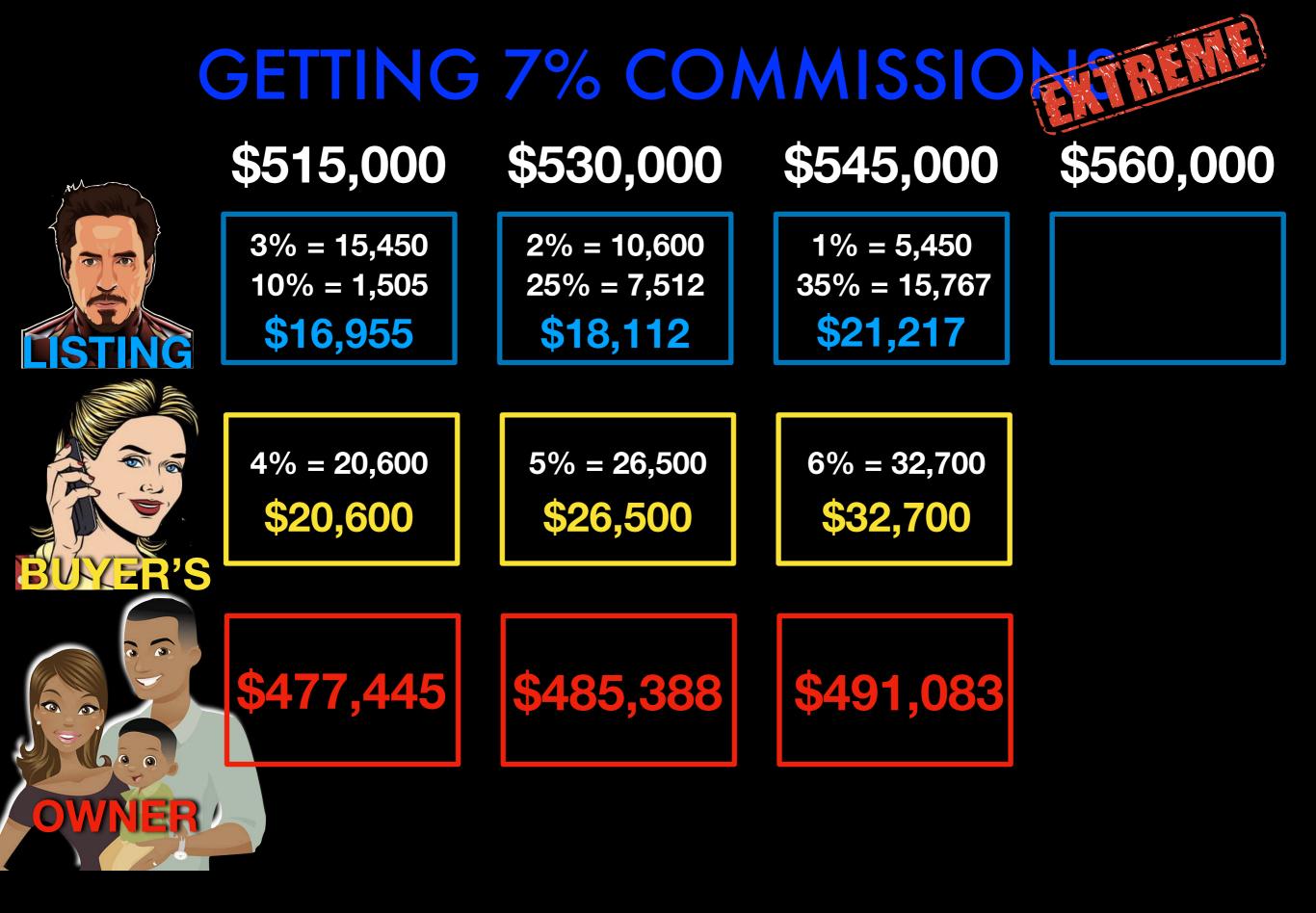
## GETTING 7% COMMISSIONS \$530,000 \$545,000 \$515,000 3% = 15,450 2% = 10,600 1% = 5,450 10% = 1,505 35% = 15,767 25% = 7,512 \$16,955 \$18,112 \$21,217 4% = 20,600 5% = 26,500 **6% = 32,700** \$20,600 \$26,500 **BUYER'S** 3 (3) \$477,445 \$485,388 IER /

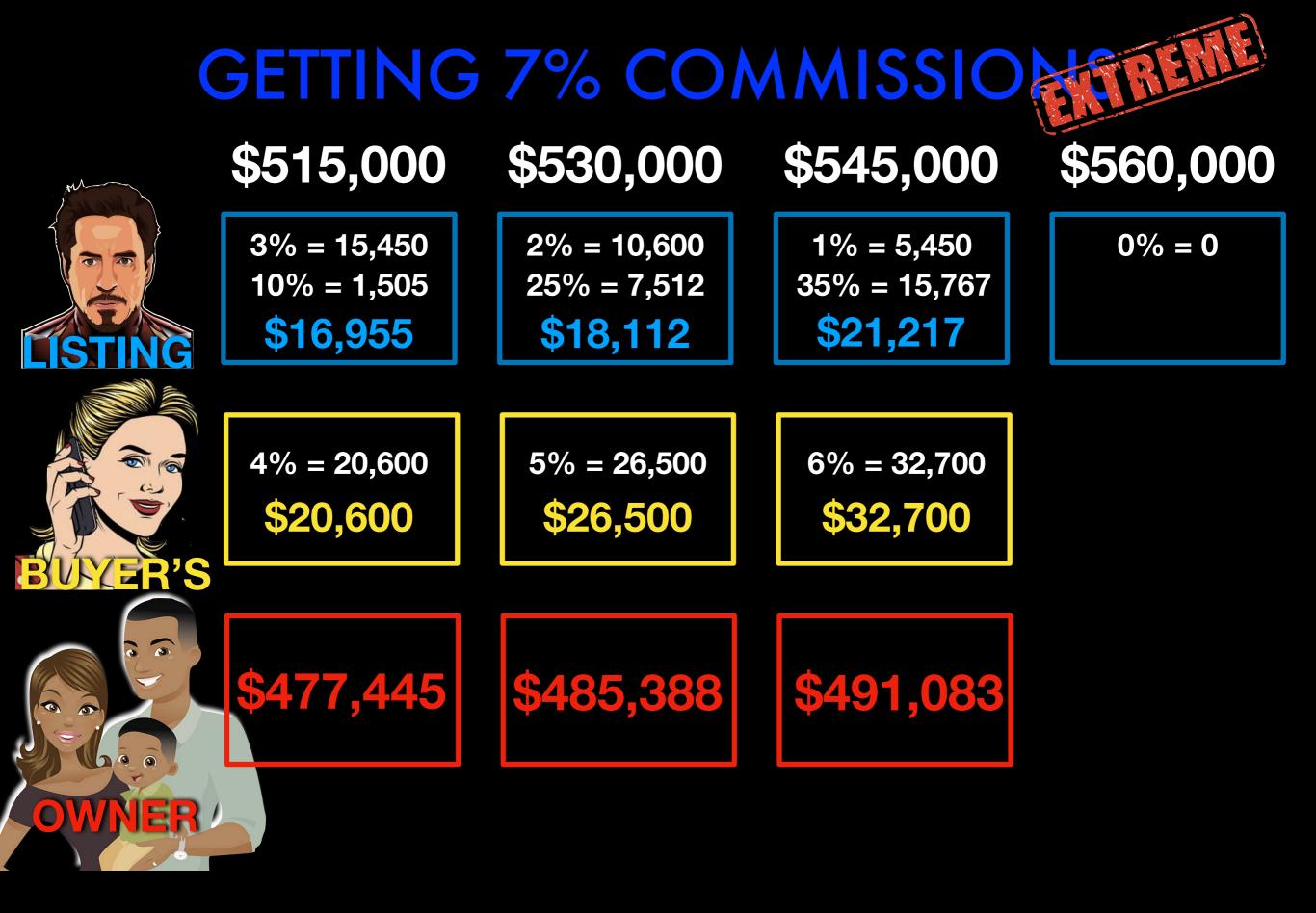
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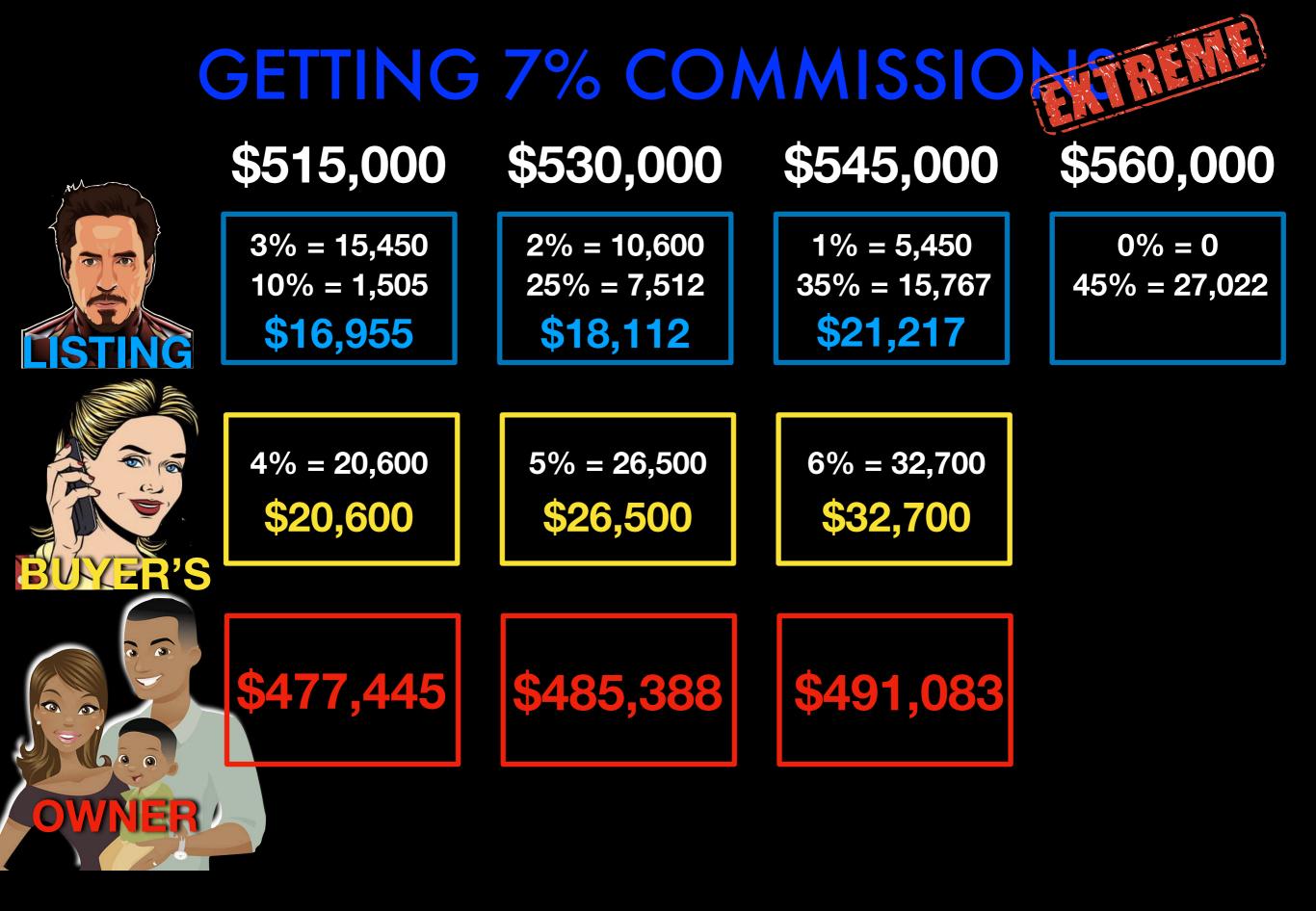
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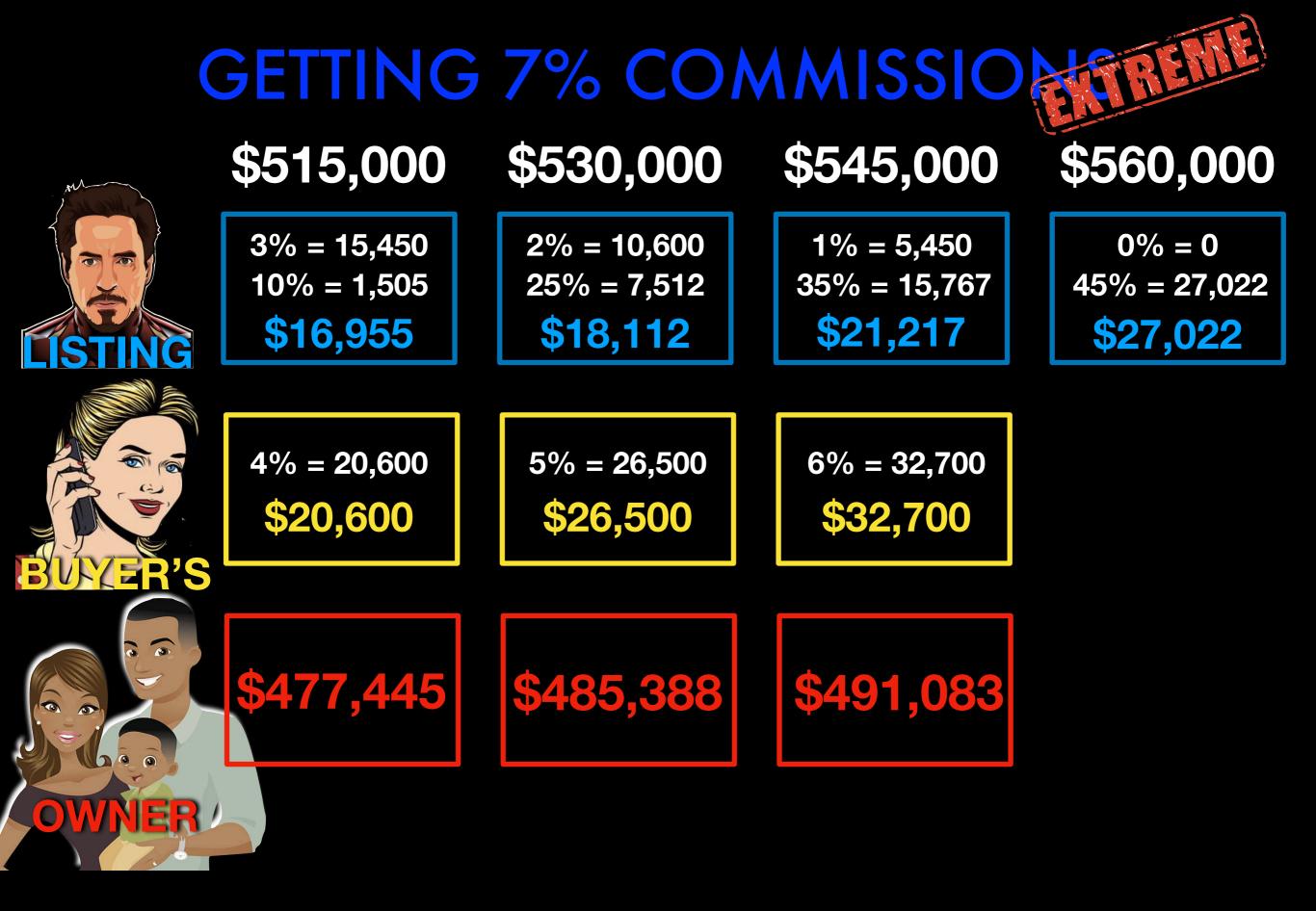
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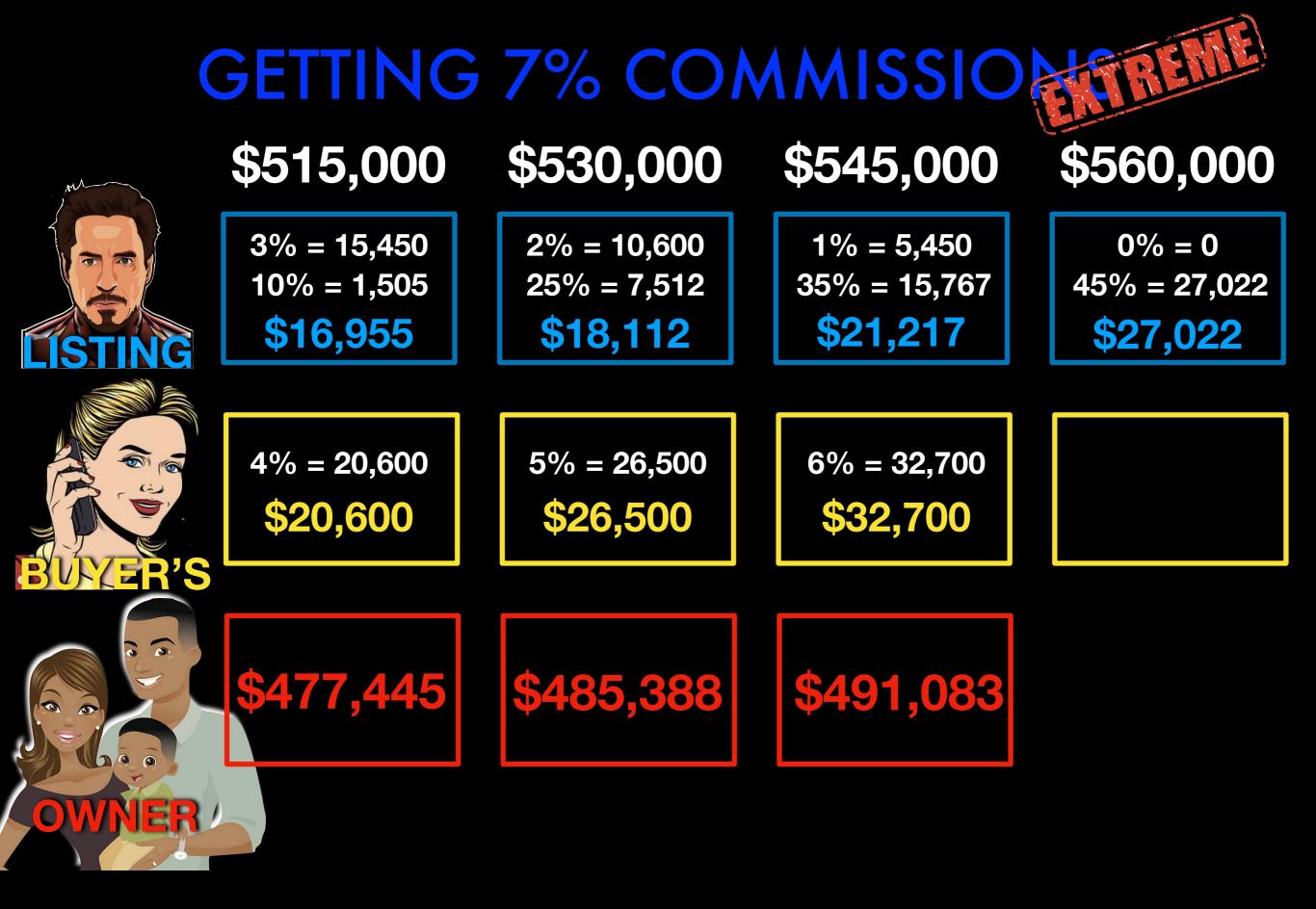












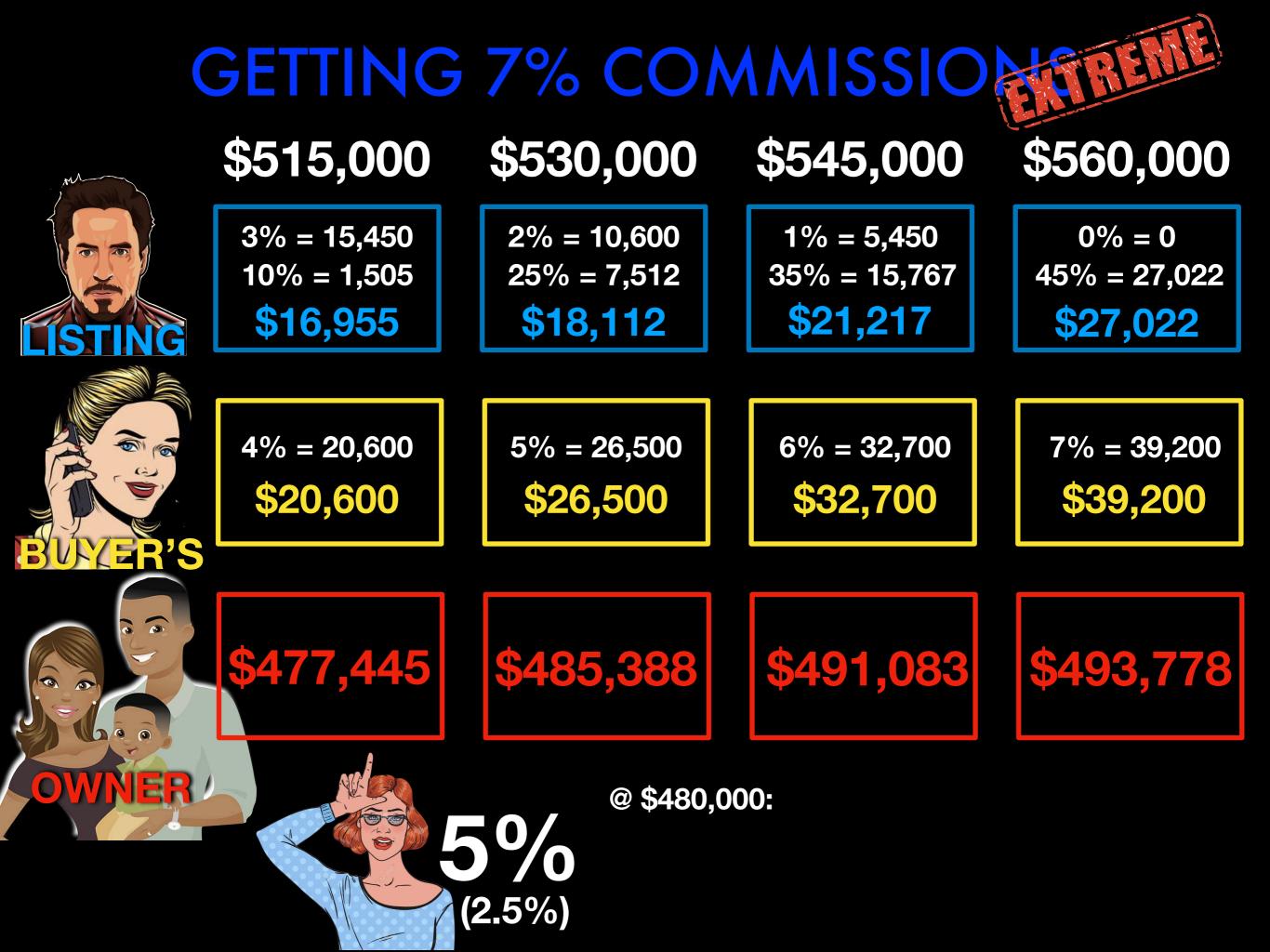
	GETTING	7% COM	<b>MISSIO</b>	
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OWNER				

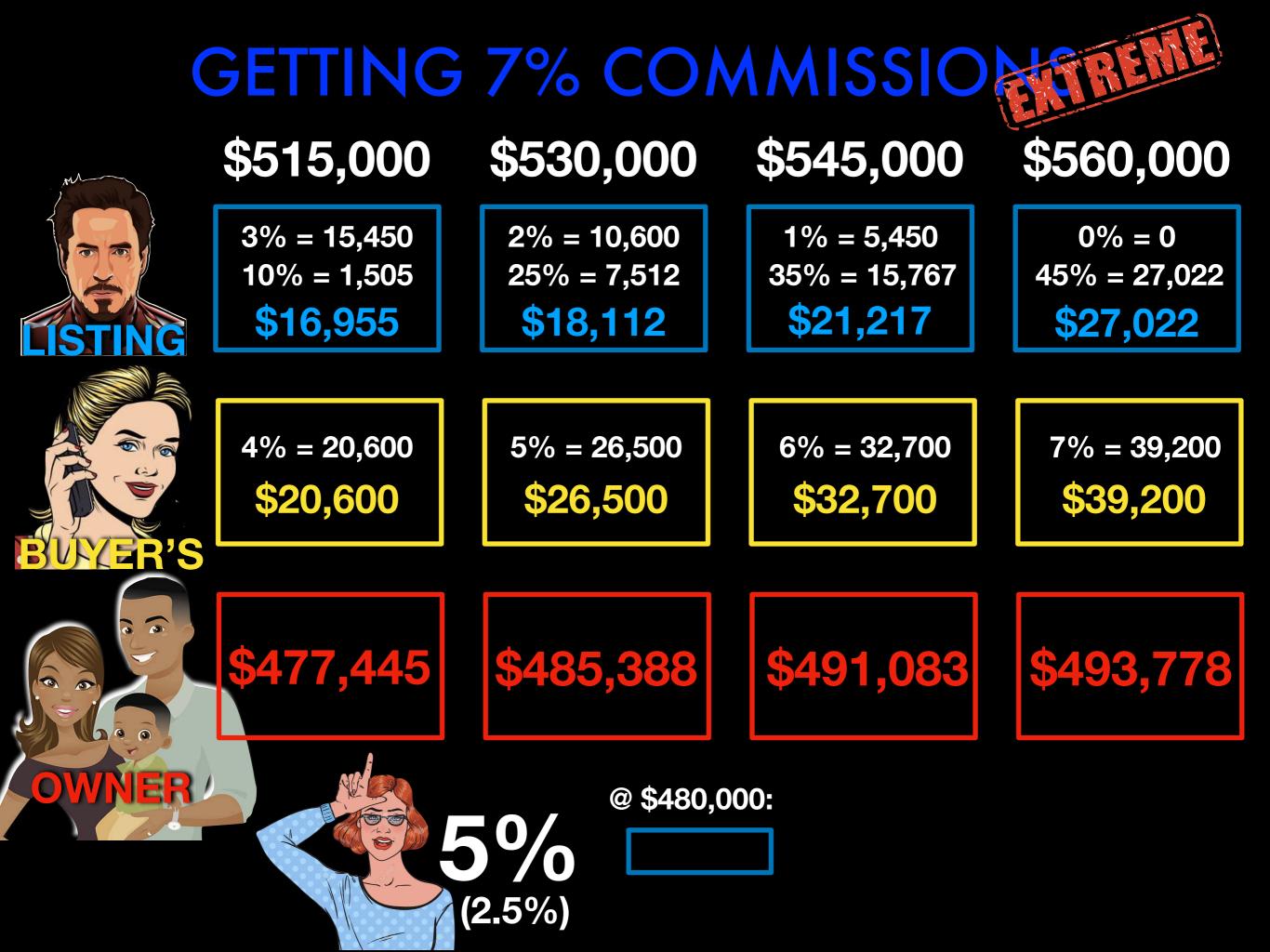
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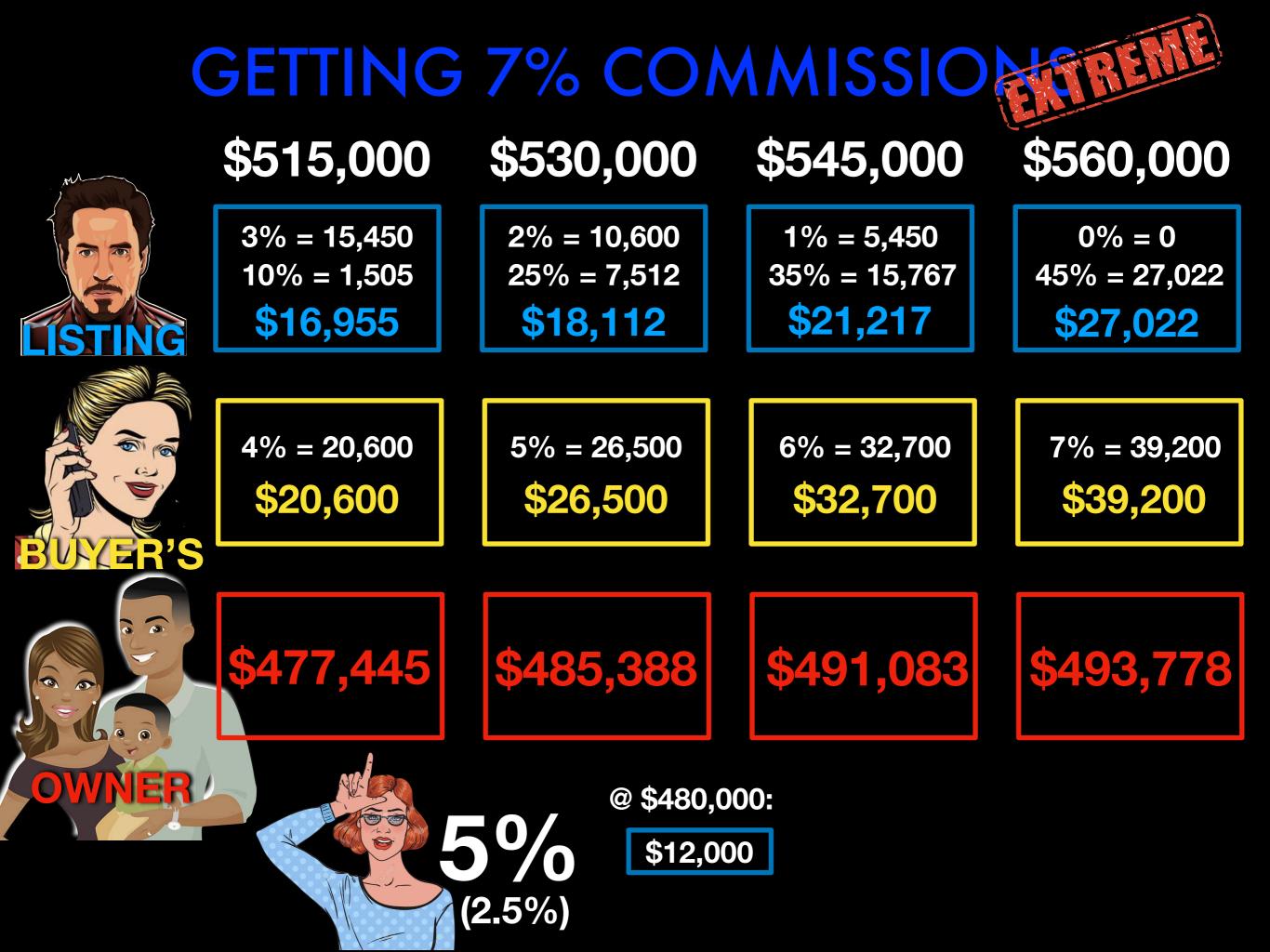
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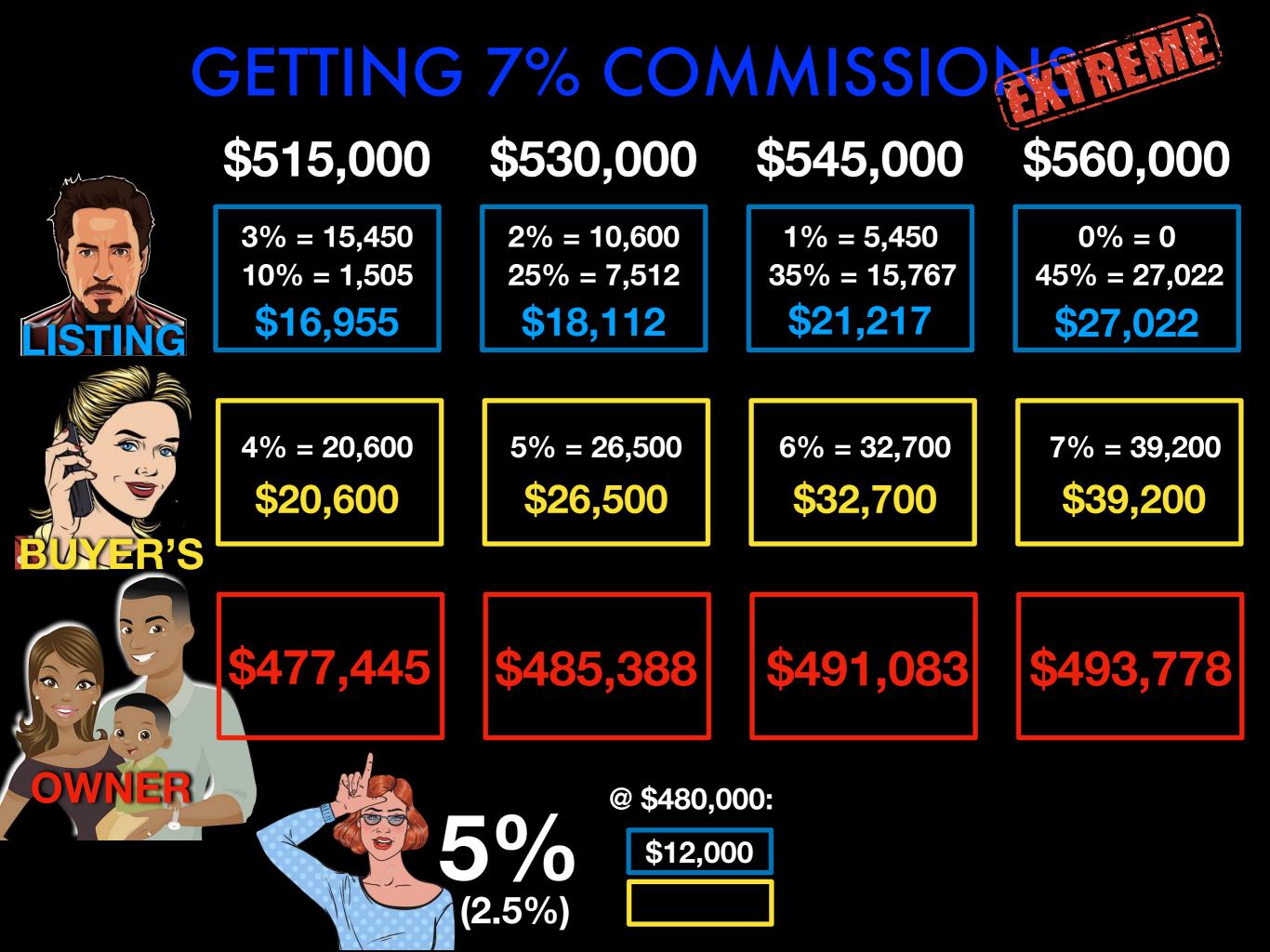
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OWNER				

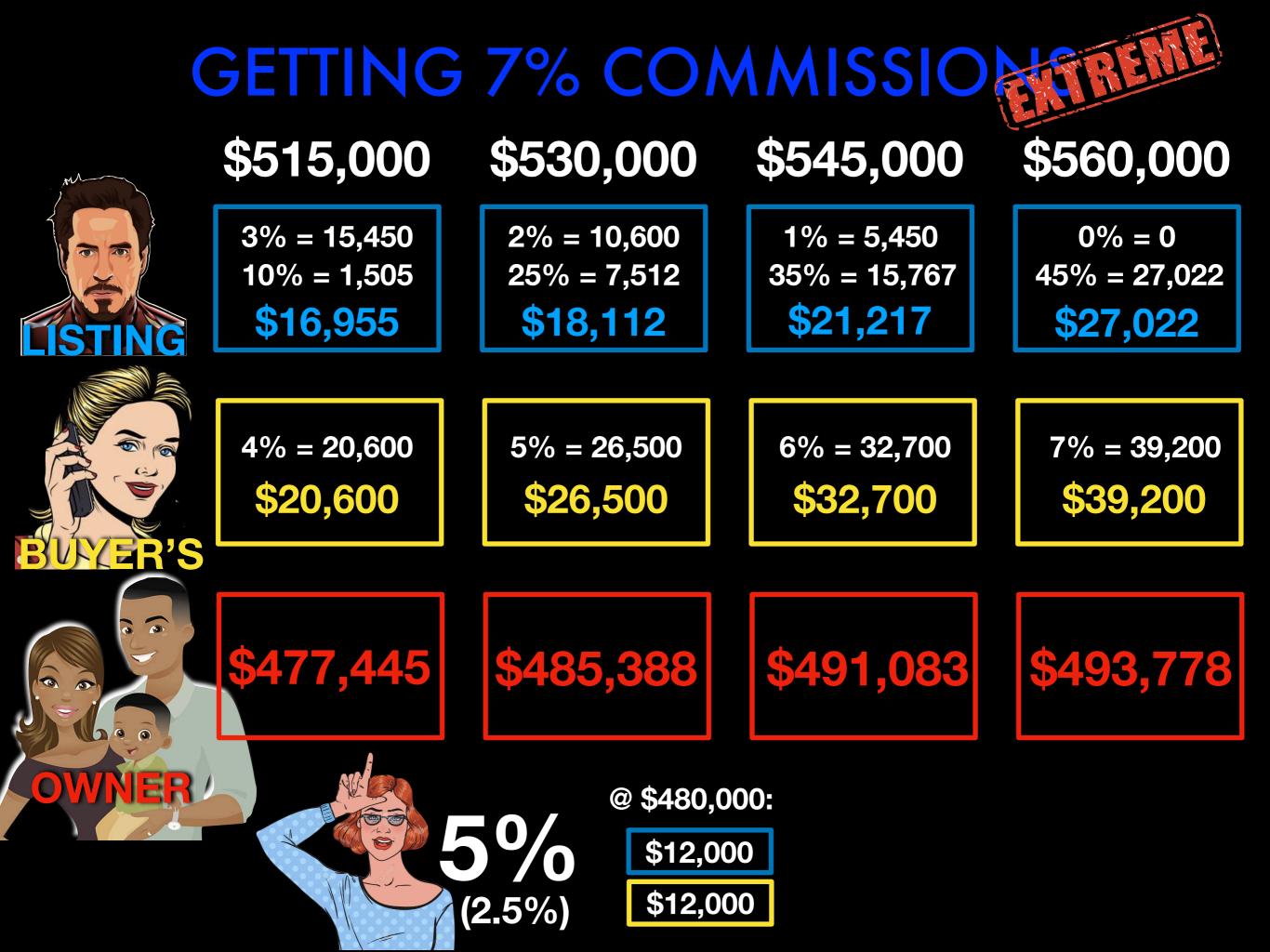
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OWNER		<b>5%</b> (2.5%)		

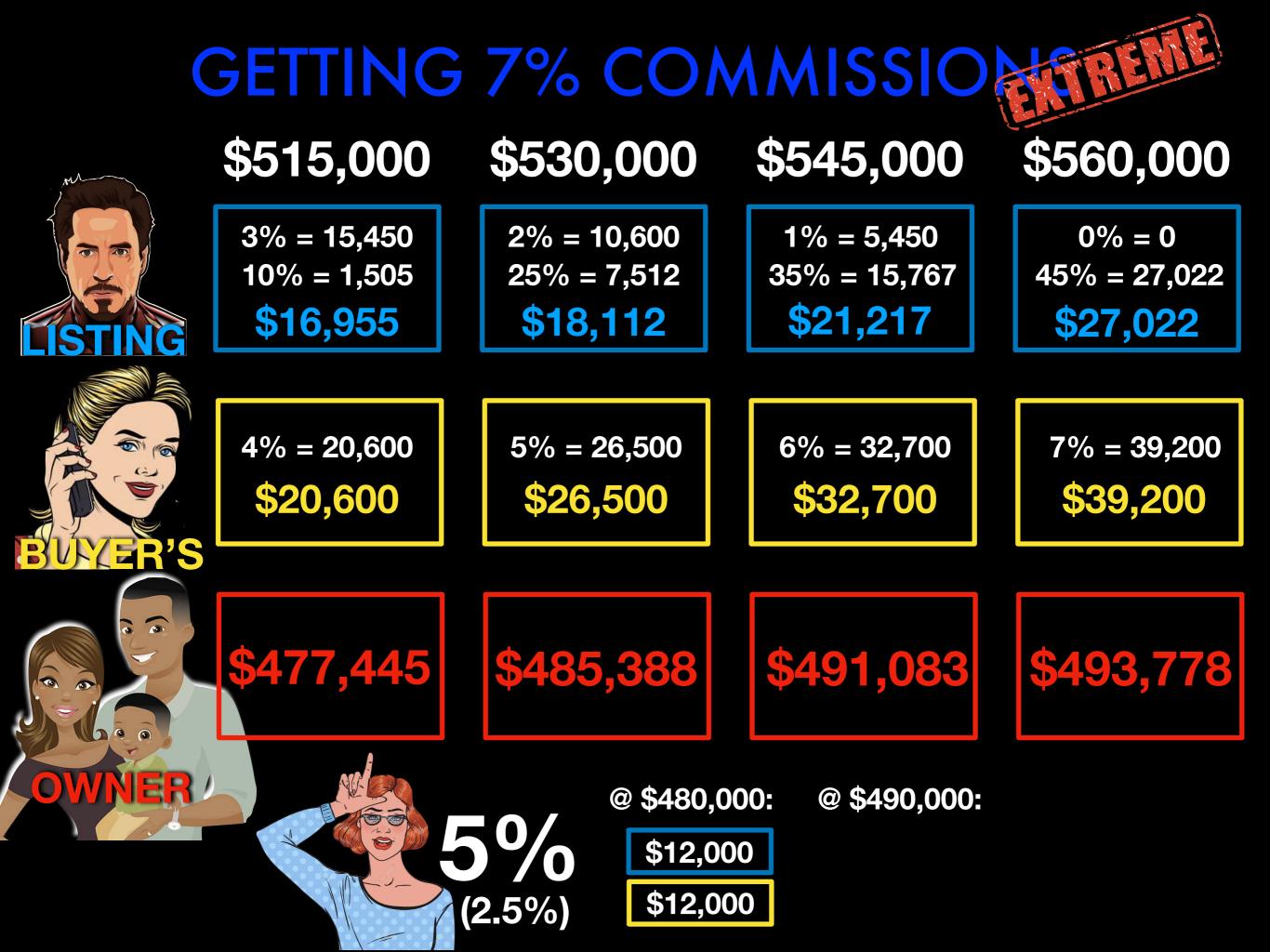


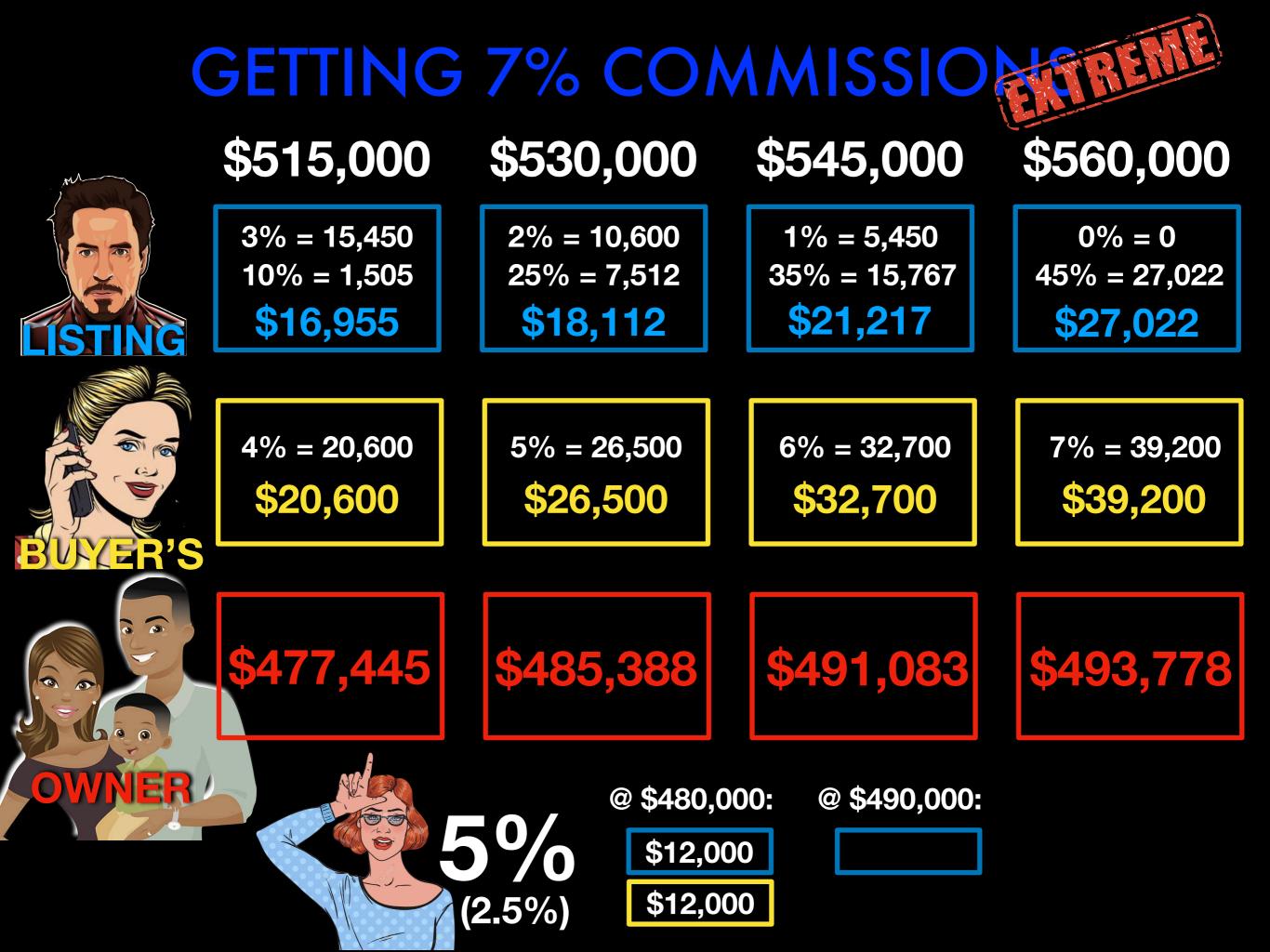


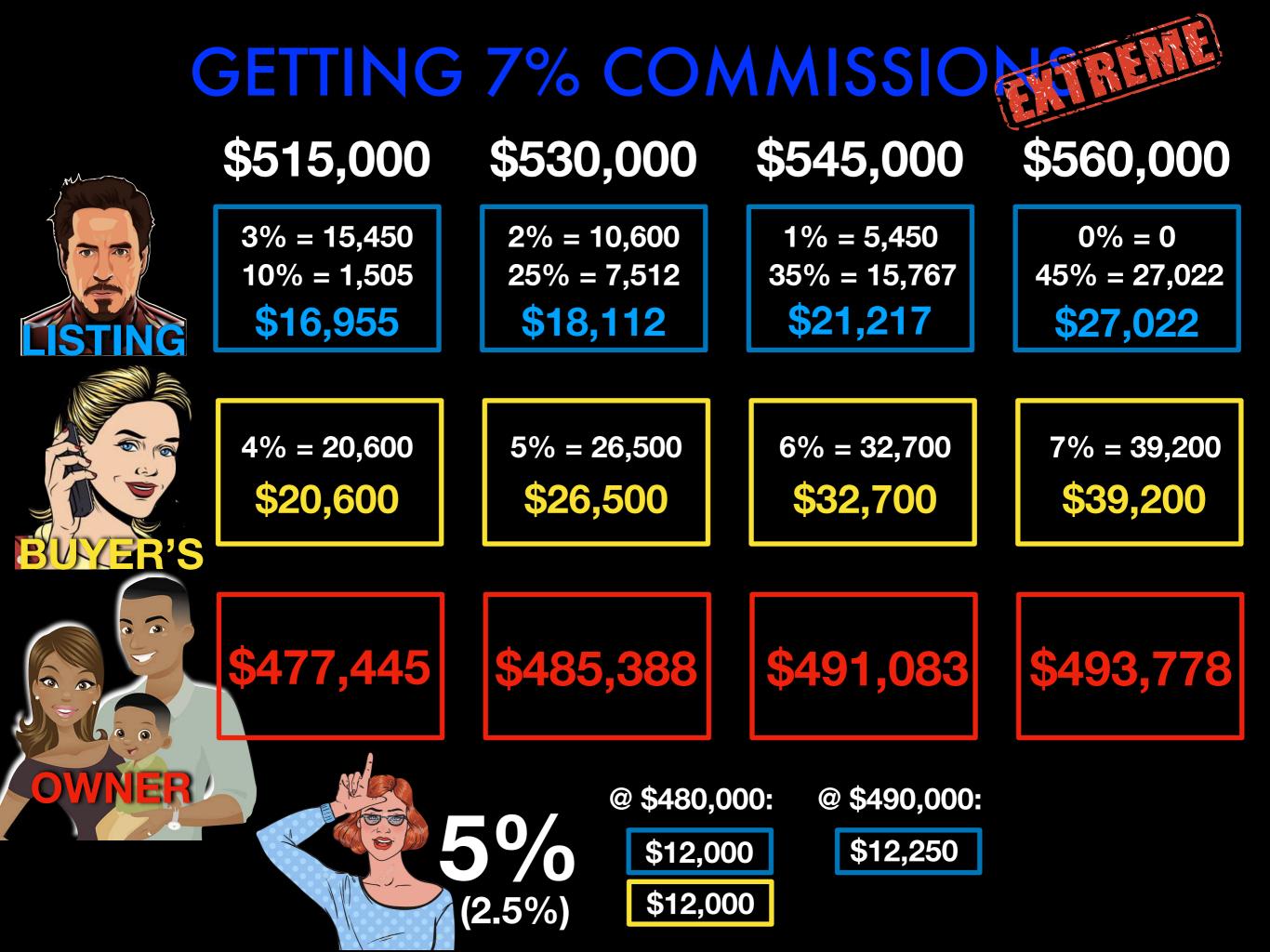


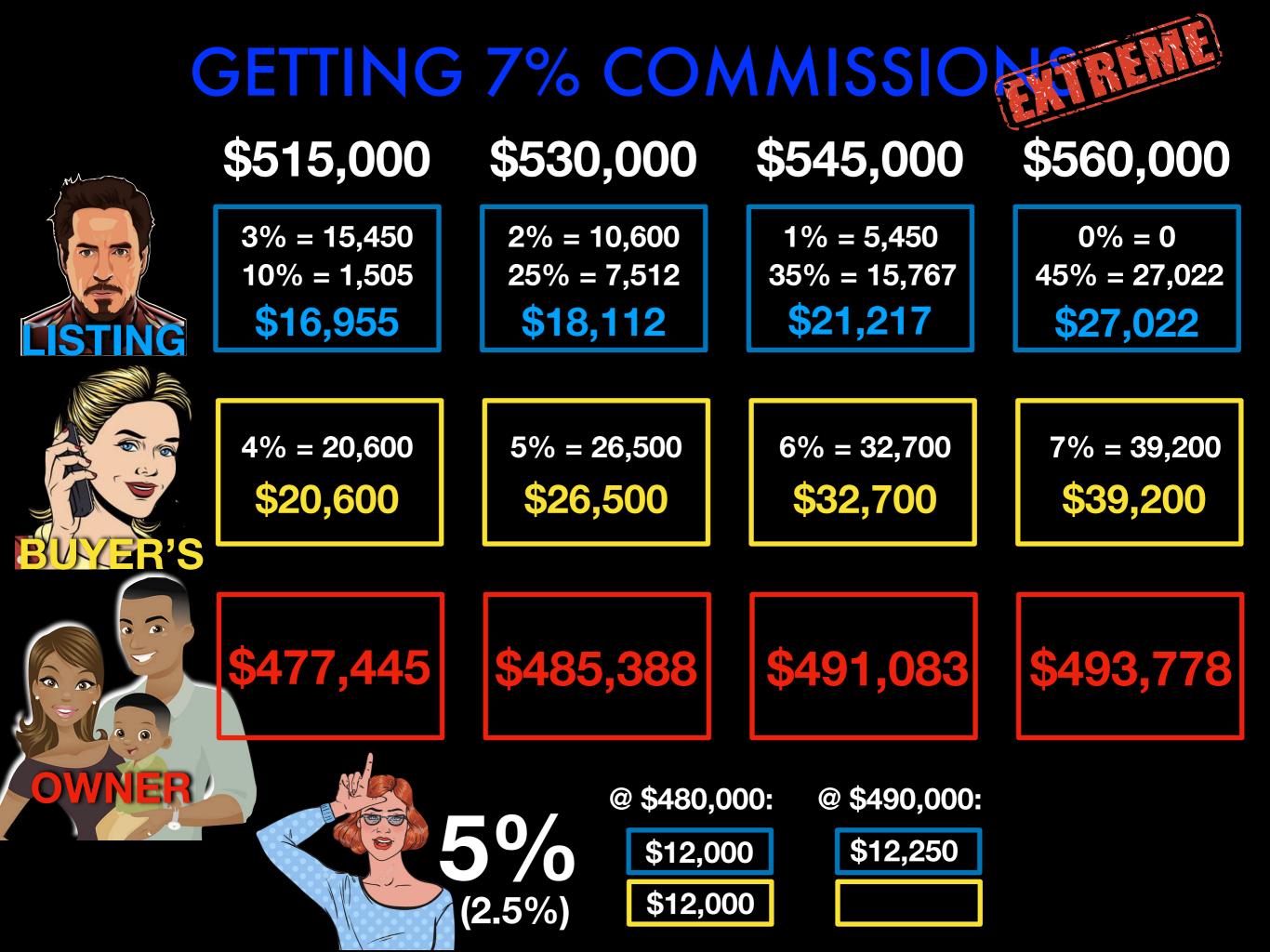


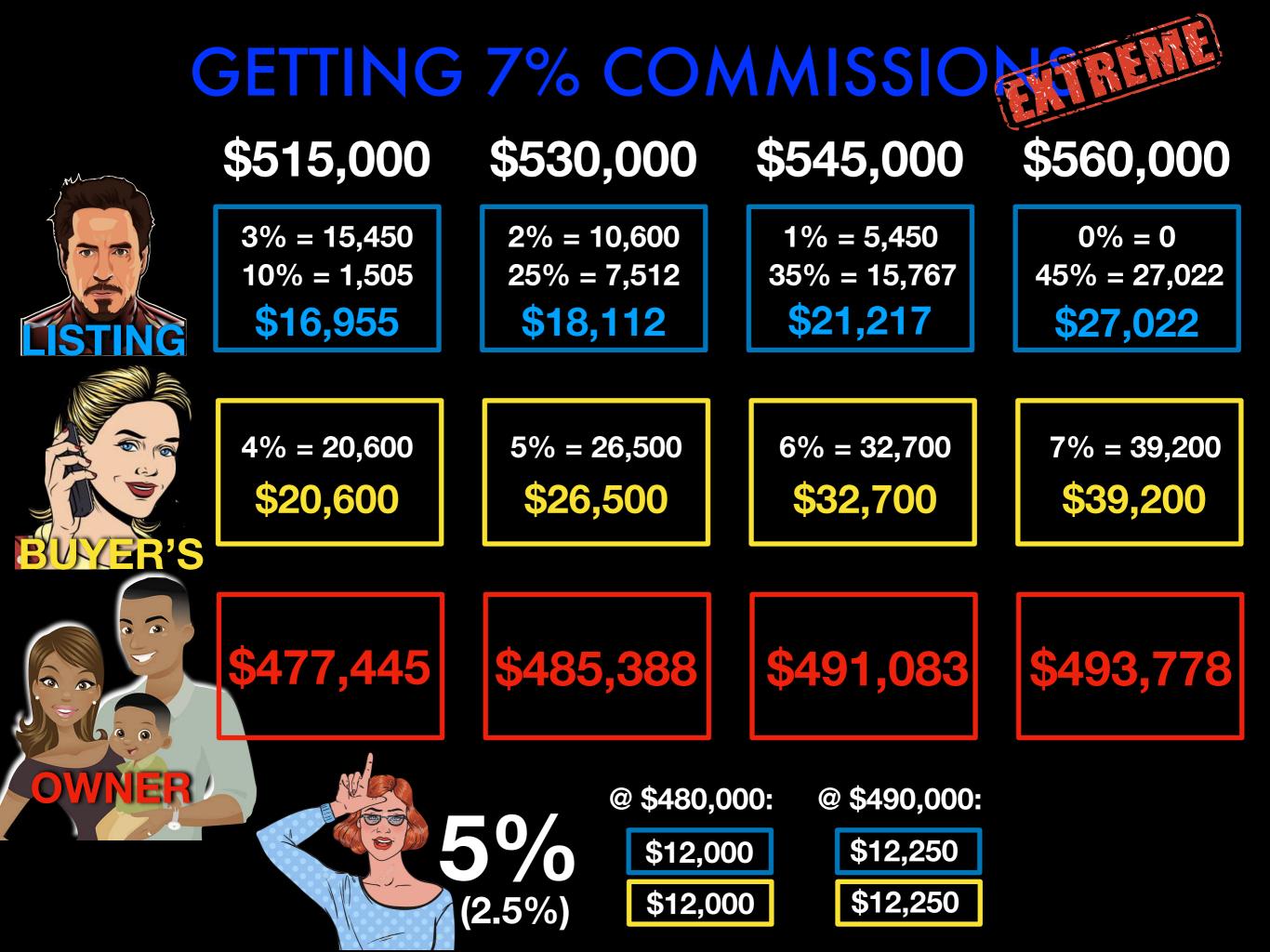


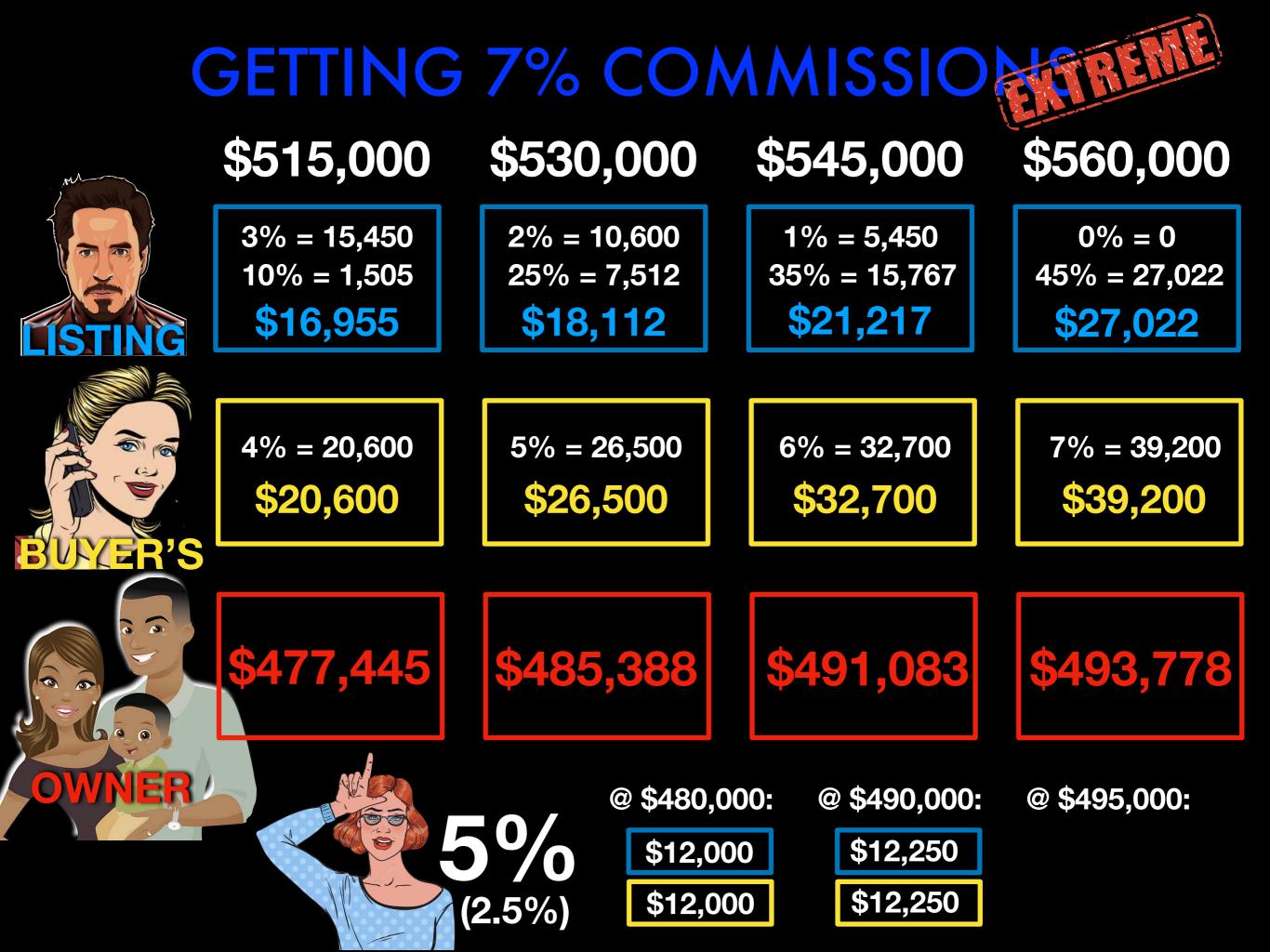


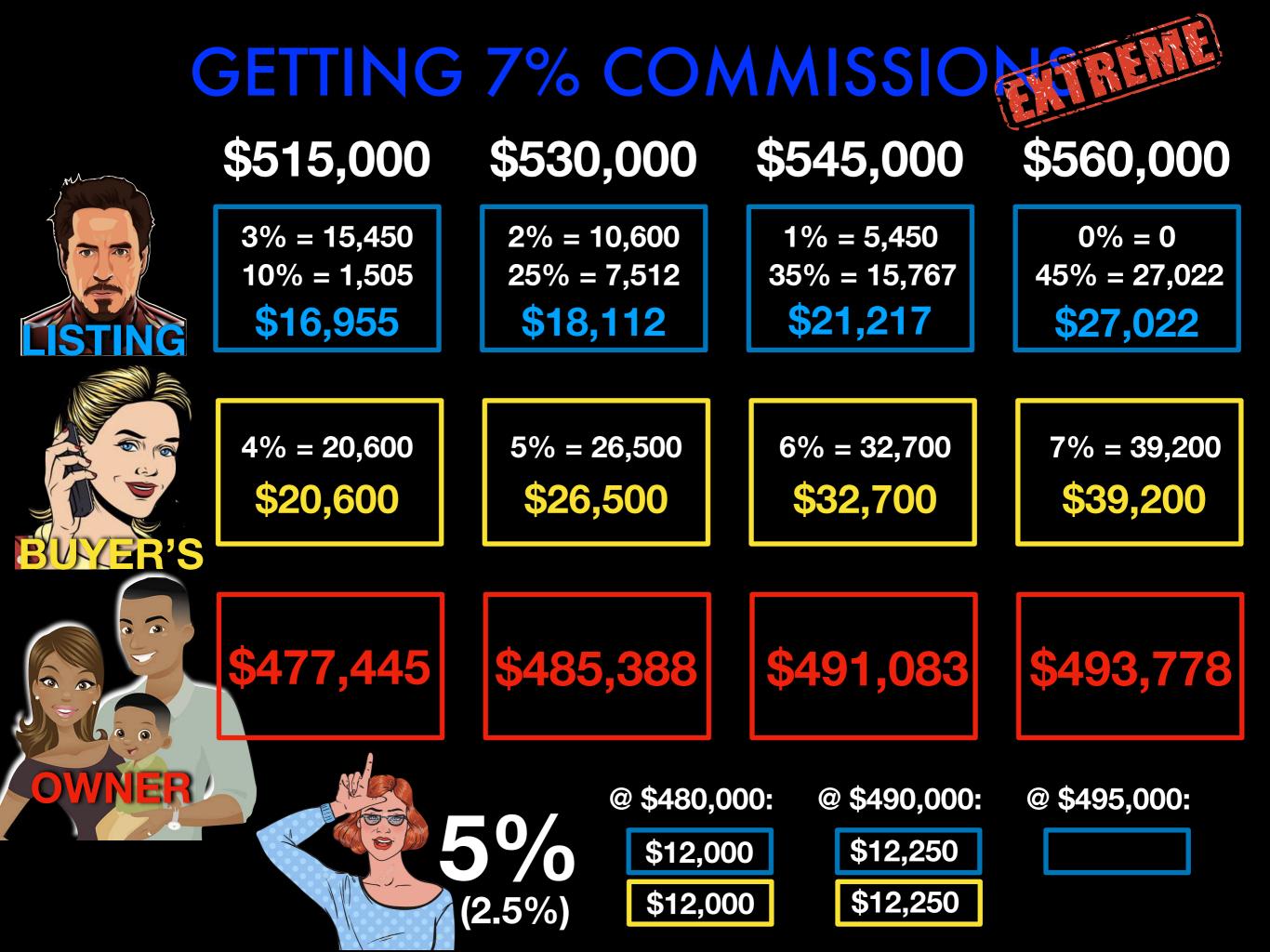


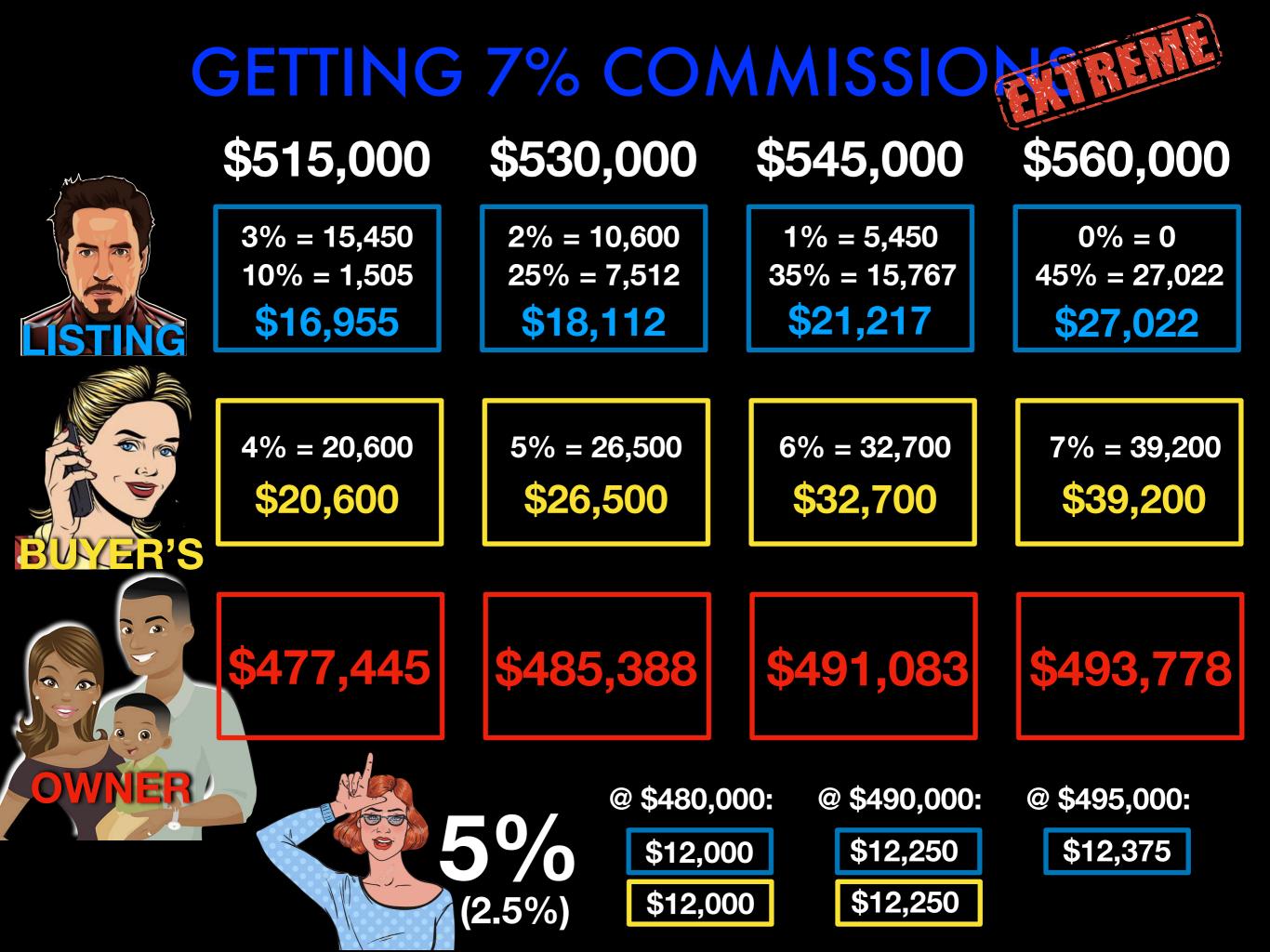


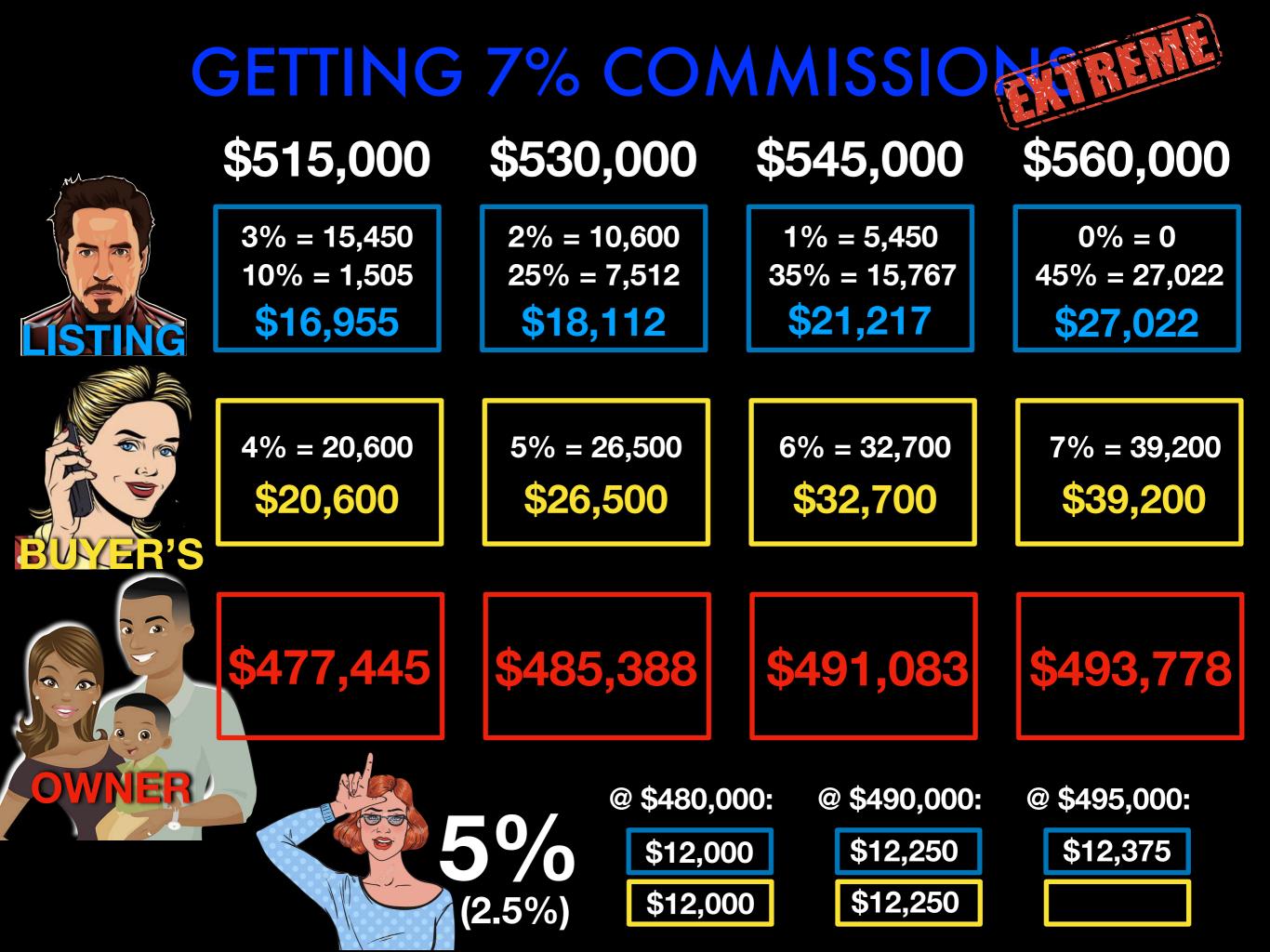


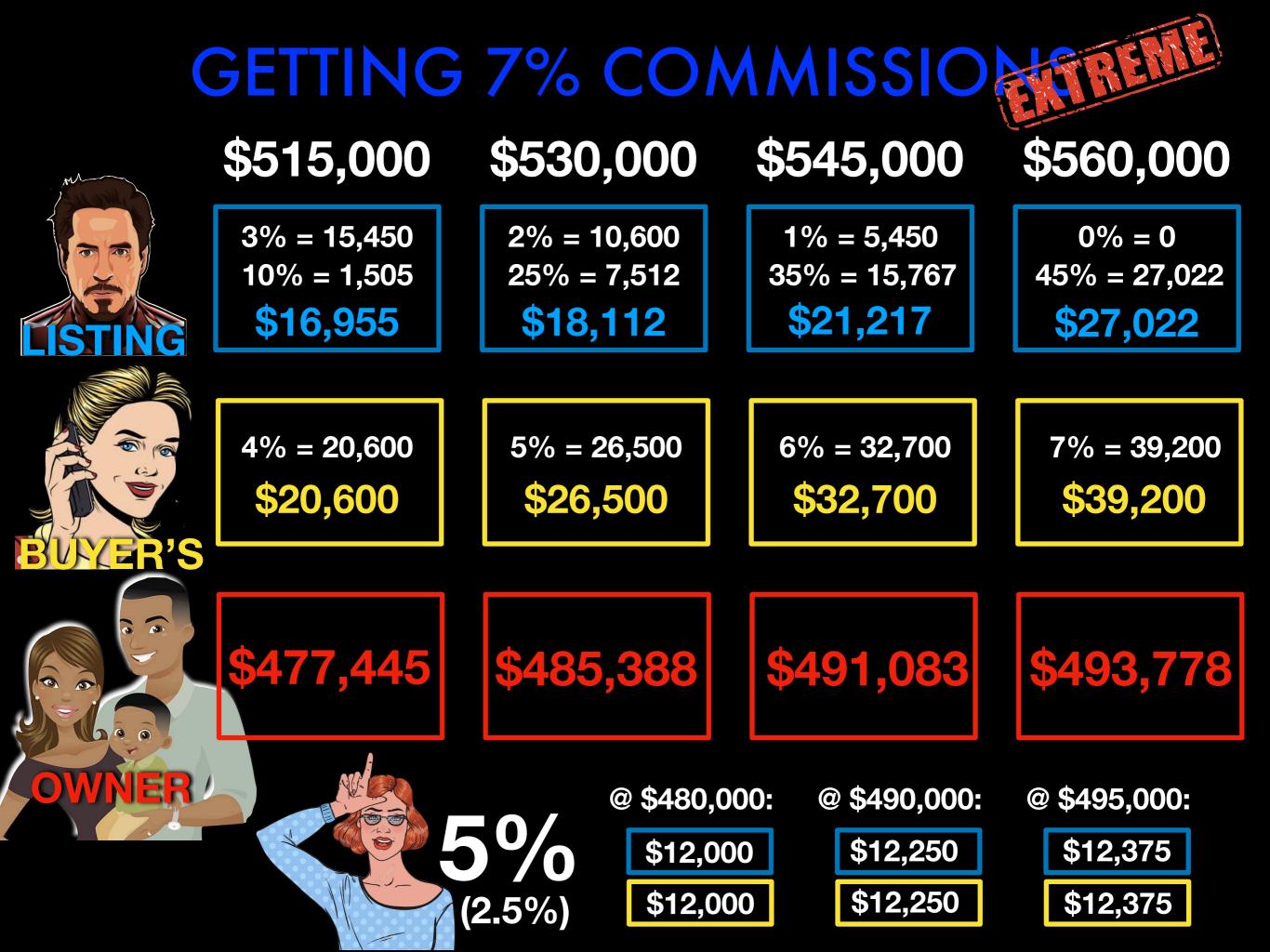














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- 6. The buyer's agents get into a buying frenzy because they know that if another buyer's agent outbids them, not only do they get the house but they get a bigger commission!

# GETTING 7% COMMISSIONE

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	IING /	41 7% (3	% / 4%) P	PUT MORE N	NONEY	IN THE SELL	ER'S POCKE	:I						EXTREN				UP		
3							COMP / FAIR MKT \$				THE 3/4 SP	LIT REGULAR 7	7% TECHNIQU	JE REMAINS UNT	IL THE PRICE	REACHES \$53	50,000			
4 STEP 1: FIND	D OUT TI	HE LIKELY S	CENARIOS OF	A REGULAR LIST	TING AT 5%	6	\$ 495,000.0	D			@ \$530	K COMM	<b>MISSION</b>	GOES TO 2/	/5 & THE	COMMI	SSION O	/ERRIDE	IS 25%	
5 MOST LIKELY SCEN	NARIOSIE	ROPERTVICIUST	ED FOR 5% (2.5% 8	& 2.5% IN MLS		SELLING PRIC	SELLER GE AFTER COM				LISTING 2%	PRICE \$530,000	COMM % \$10,600		TOTAL \$18,11					
7				CC 2.370 IN 19123							BUYING 5%	\$530,000	\$26,500		\$26,50	0				
8 HOUSE SELLS FOR 9 HOUSE SELLS FOR					\$ \$	475,200.00					SELLER	\$530,000	)		\$485,38	8				
10 HOUSE SELLS FOR	98% OF LIS	T (2% NEGOTIAT	ION)		s	485,100.00	\$ 460,845.0	0												
11 HOUSE SELLS FOR 12 HOUSE SELLS FOR					S S	490,050.00			NOTICE LION											
13							NEW LIST WITH +1%		LISTING HOU	VEVEN IF THE REGULAI										
15 STEP 2: ADD	1% TO	THE LISTING	PRICE OF TH		ST AT 7% (	Buying Side: 4%				, THE 7% LISTED HOUS SLIGHTLY MORE THAN	e @ \$545		AISSION (	GOES TO 1	/6 & THF	COMMI			IS 35%	
16	2.010						SELLER GE		1% BIDDING	WAR TO EQUAL THE	2 4545	PRICE		OVERRIDE						
17 MOST LIKELY SCEN	NARIOS IF P	ROPERTY IS LIST	ED FOR 7% (3% &	4% IN MLS)		SELLING PRIC	AFTER COM	<u>vi.</u>		Y. THE CHANCE OF A D AT 4% ON THE BUYE	RS BUYING 1%				\$21,21 \$32,70					
18 19 HOUSE SELLS FOR					s	499,950.00			SIDE, GETTIN	IG A 1%+ BIDDING WAI	SELLER	\$545,000			\$491,08					
20 HOUSE SELLS FOR 21 HOUSE SELLS FOR				v)	\$	504,949.50 509,949.00														
22 HOUSE SELLS FOR	103% (3% F	PREMIUM OF LIS	T - most likely)		\$	514,948.50	\$ 478,902.1	1												
23 HOUSE SELLS FOR 24 HOUSE SELLS FOR				Y)	\$	519,948.00										_			_	
25																				
26 27 STEP 3: ADD				ONTRACT							@ \$560			GOES TO 0,		COMMIS	SSION O	VERRIDE	IS 45%	
28 STEP 5: ADD	ANOV	LINNIDE CLA	USE TO THE C	CONTRACT				_			LISTING 0%	PRICE \$560,000	COMM % \$0 \$0	OVERRIDE \$27,023	\$27,02	3				
29 IF HOME SELLS	S AT 3% C	OVER LIST					\$ 514,948.5	0			BUYING 7%	\$560,000	\$39,200	NA NA	\$39,20					
30 REALTOR RECEIVE			R ORIGINAL LISTED	PRICE		SELLING PRIC					SELLER	\$560,000	0		\$493,77	8				
31 HOUSE SELLS FOR 32	3% PREMIU	IM OF LIST		OVERRIDE CO	1.03 \$ MMISSION	514,948.50 1499.8	-	6					_							
33				BASE CO	MMISSION \$	15,448.4	i													
34 35 IF HOME SELLS	S AT 4% C	OVER LIST		TOTAL CO	MMISSION \$	16,948.3	\$ 519,948.0	0			_									
36 REALTOR RECEIVE	ED 10% OF /	LL MONEY OVE	R ORIGINAL LISTED	PRICE		SELLING PRIC	AFTER COM	И.			-									
HOUSE SELLS FOR	4% PREMIL	IM OF LIST		OVERRIDE CO	1.04 \$ MMISSION	519,948.00 1999		4												
19				BASE CO	MMISSION \$	15,598.4	1													
IF HOME SELLS	S AT 5% (	VER LIST		TOTAL CO	MMISSION \$	17,598.2	\$ 524,947.5													
2 REALTOR RECEIVE			R ORIGINAL LISTED	PRICE		SELLING PRIC		_											_	
3 HOUSE SELLS FOR					1.05 \$	524,947.50	\$ 485,701.4													
5				OVERRIDE CO BASE CO	MMISSION MMISSION \$	2499.7 15,748.4														
6				TOTAL CO	MMISSION \$															
	> > 1	7% SPREA	DSHEET (EASY)	7% SPREADSHE	ET /+/															

# not only do they get the house but they get a bigger commission!

WHY L	ISTING	6 AT 7%	<b>6 (3%</b> )	/ 4%) P	UT MORE MONE	ΥI	N THE SELLE	R'	S POCKET					
			• •											
								CON	IP / FAIR MKT \$					
STEP 1: I	FIND OUT	THE LIKE	LY SCEN/	ARIOS OF	A REGULAR LISTING AT	5%		\$	495,000.00					
									SELLER GETS					
MOST LIKELY	SCENARIOS	IF PROPERTY	IS LISTED FO	R 5% (2.5% 8	2.5% IN MLS)		SELLING PRICE		AFTER COMM.					
HOUSE CELLS			OTIATION				475 200 00	*	451 440 00					
	5 FOR 96% OF 5 FOR 97% OF					ç	475,200.00 480,150.00		451,440.00 456,142.50					
	5 FOR 98% OF	-				é	485,100.00		460,845.00					
	5 FOR 99% OF					š	490,050.00		465,547.50					
	5 FOR 100% O					š	495,000.00	š	470,250.00	1				
						1		-		1		TICE HOW EV		
								NEV	LIST WITH +1%			TING HOUSE /		
STED 2.	ADD 1% T				E HOME AND LIST AT 79	/ / P	uning Sido: 4%)		499,950.00			ICE OFFER, TH		
51EP 2: /	ADD 176 I	O THE LIS	TING PK	ICE OF IN	E HOME AND LIST AT 77	0 ( D	uying Side: 476)	<b>ə</b>				BIDDING WA		
									SELLER GETS			ME MONEY. 1		
MOST LIKELY	SCENARIOS	IF PROPERTY	IS LISTED FO	NR 7% (3% & 4	% IN MLS)		SELLING PRICE		AFTER COMM.			USE LISTED A		
											SID	E, GETTING A	1%+ BIDDIN	G WAR IS
	S FOR FULL PR			rs at this)		\$	499,950.00		464,953.50			FREMELY HIGH		_
	5 FOR 101% (1			and an Illing A		\$	504,949.50		469,603.04	· ·				
				newhat likely)		ş	509,949.00	Š	474,252.57					
	5 FOR 103% (3			st likely) newhat likely)		ş	514,948.50	è	478,902.11					
	5 FOR 104% (4 5 FOR 105% (5					è	519,948.00 524,947.50	è	483,551.64 488,201.18					
HOUSE SELLS	5 FOR 105% (5	76 PIKEIVII UIVI	OF LIST - SUI	i very likely)		2	524,947.50	Ş	400,201.10					
						_								
STEP 3: /	ADD AN C	VERRIDE	CLAUSE	TO THE C	ONTRACT									
IF HOME S	SELLS AT 39	6 OVER LIS	т					\$	514,948.50					
REALTOR RE	CEIVED 10% C	F ALL MONE		GINAL LISTED	PRICE		SELLING PRICE		AFTER COMM.					
	FOR 3% PRE				1.03	ŝ	514,948.50	ŝ	477,402.26					
					OVERRIDE COMMISSION		1499.85		,					
					BASE COMMISSION	ŝ	15,448.46							
					TOTAL COMMISSION	\$	16,948.31							
IF HOME S	SELLS AT 49	6 OVER LIS	т					\$	519,948.00					
				GINAL LISTED	PRICE		SELLING PRICE		AFTER COMM.					
	S FOR 4% PREI				1.04	¢	519,948.00	ŝ	481,551.84					
The object of the					OVERRIDE COMMISSION	Ĩ.	1999.8		102,002.04					
					BASE COMMISSION	ŝ	15,598.44							
					TOTAL COMMISSION		17,598.24							
IF HOME S	SELLS AT 59	6 OVER LIS	Т					\$	524,947.50					
					PRICE		SELLING DRIFT	¥						
	REALTOR RECEIVED 10% OF ALL MONEY OVER ORIGINAL LISTED PRICE HOUSE SELLS FOR 5% PREMIUM OF LIST 1.05						524,947.50	ć	AFTER COMM. 485,701.43					
HOUSE SELLS	FOR 5% PRE	VION OF LIST			1.05 OVERRIDE COMMISSION	\$	2499.75	\$	465,701.45					
					BASE COMMISSION	¢	15,748.43							
					TOTAL COMMISSION		18,248.18							
		70/ 67	DEADCU	ET /EACO		-	10,240,10	_				1		
		7% 51	READSHI	EET (EASY)	7% SPREADSHEET +									

S POCKET					NOW	ADD TI	HE 7%	EXTREM		<b>DRIVE P</b>	RICE U	JP		
					THE 3/4 SPLI	T REGULAR 7	% TECHNIQUE	REMAINS UN	TIL THE PRICE R	EACHES \$530,	000			
MP / FAIR MKT \$					0 4520			050 70 0					350/	
495,000.00									/5 & THE (	COMMISS		RRIDE	5 25%	
SELLER GETS						PRICE	COMM %		TOTAL					
AFTER COMM.					LISTING 2% BUYING 5%	\$530,000 \$530,000	\$10,600 \$26,500	\$7,513 NA	\$18,113 \$26,500					
451,440.00					SELLER	\$530,000	\$20,500	105	\$485,388					
456,142.50						,								
460,845.00														
465,547.50	4													
470,250.00	<u></u>	N	TICE HOW EV	EN IF THE REGULARLY										
		LIS	TING HOUSE	AT 5% GETS A FULL										
V LIST WITH +1%				IE 7% LISTED HOUSE	- A				10.0				0.000	
499,950.00				HTLY MORE THAN A	@ \$545k	сомм	ISSION G	OES TO 1	/6 & THE (	COMMISS	SION OVI	RRIDE	5 35%	
SELLER GETS				R TO EQUAL THE THE CHANCE OF A		PRICE			TOTAL					
AFTER COMM.				T 4% ON THE BUYERS	LISTING 1%	\$545,000	\$5,450	\$15,768						
				1%+ BIDDING WAR IS	BUYING 6%	\$545,000	\$32,700	NA	\$32,700					
464,953.50	1		TREMELY HIG		SELLER	\$545,000			\$491,083					
469,603.04	· · · ·													
474,252.57 478,902.11														
483,551.64														
488,201.18														
,														
					@ \$560k	( COMM	ISSION G	OES TO 0	/7 & THE (	COMMISS	SION OVI		\$ 45%	
					<b>C 1</b>	PRICE		OVERRIDE	TOTAL					
					LISTING 0%	\$560,000	\$0	\$27,023	\$27,023					
514,948.50					BUYING 7%	\$560,000	\$39,200	NA	\$39,200					
							\$35,200							
AFTER COMM. 477,402.26					SELLER	\$560,000			\$493,778					
477,402.20														
519,948.00														
AFTER COMM.					-									
481,551.84														
524,947.50														
AFTER COMM.														
485,701.43														
								_						





### Re: 9% Listing Example

Wellington, I've been doing 7% listings for years. It differentiates me from EVERY other agent. And I learn something new and interesting every time you present it. I just went through your training for the 3rd time and learned about the crazy shit you're telling agents about...

#### ....7% on steroids technique, or whatever-the-hell you called it.

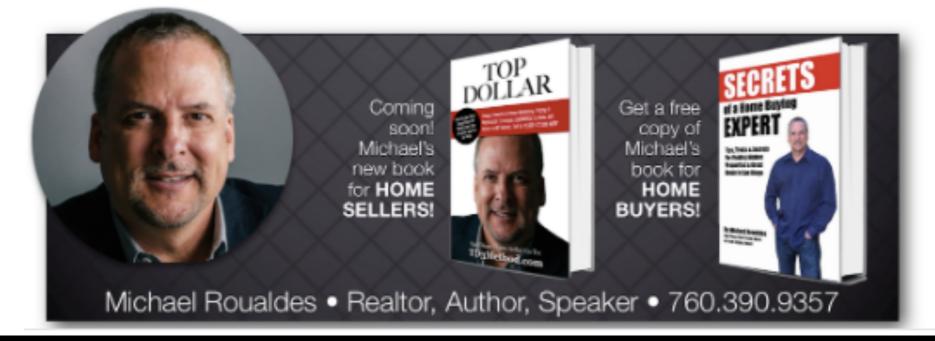
I talked with the sellers I sold them on a 7% listing...4% going to the buyers agent.

We were hoping to get \$1,200,000. That's where the COMPS were. But we priced it at \$1,250,000 to \$1,300,000 to see what we could do.

We had a pretty good turnout but then the seller decides they wants more money for the property because a nicer development, close by, was getting more for similar priced homes. So we raised the price to \$1,275,000 to \$1,400,000 and we RAISED the buyer side commission to 6%...and sold it 24 days later for \$1,275,000.

### That's a 9% LISTING.

They got \$75,000 more than they thought they would. You keep putting out great content and I'll keep stealing it. Thanks.





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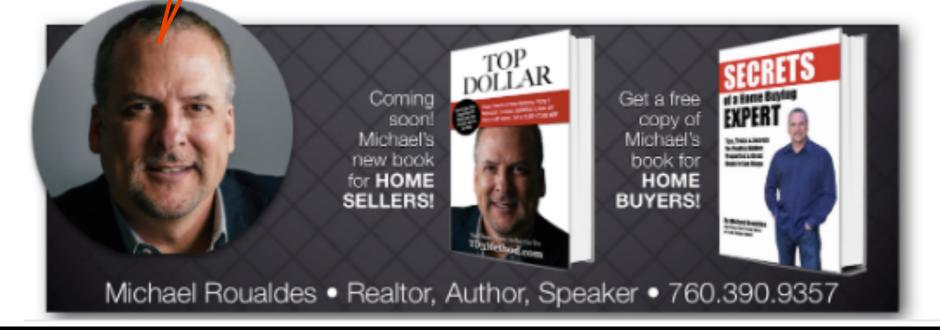
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# GETTING 7% COMMISSIONER

٦	A	В	С	D	E	F	G	Н	1	J	K	L	М		
1	HOW SH	OULD I I	LIST???												
2	A comprehensiv	e spreadsheet s	showing the FI	NANCIAL benef	fit of your THR	EE (3) options t	o sell your hor	ne.							
3															
4	\$500,000	PROPERTY "CO	OMP" VALUE												
5	\$300,000	APPROX \$ OW	ED ON PROP.												
6	\$200,000	EQUITY BEFOR	RE COSTS												
7															
8		Online selling,	no MLS, no Re	altor		MLS listing at	comp value, a	gent on both si	ides	Listing for 101	% of comp val	ue, agent on b	oth sides		
9		ONLINE				OTHER BRO	KERAGE			(BROKERAG	E)				
10		- Fast (depend	ling on the mar	rket)		- Listing of 5-6	5%			- Llist using ad	lvanced techni	ques (7% techr	nique)		
11		- Quick check,	cash sale			- May linger o	n the market			- Create real of	- Create real demand for your house (feeding frenzie)				
12		- Commission	saving?			- Negotiation-	based offers			- Push the price UP & equity UP					
13		- Lower offer/s	sale price			- Traditional li	isting			- List for 1% above comp value					
14		- Hidden, non-	disclosed fees			- Fast or slow	depending on	mkt/agent		- Use a commission override clause					
15		- May be risk y	our data			- Personal ser	vice from a tra	ined Realtors		- Personal service from a trained Realtor					
16															
17															
18	Offers	7% - 30% belov	w comps/value	of home		5% below list t	to 5% above lis	t depending		Full price offers to 10% above based on 4% buy					
19	Low/High	LOW		HIGH		LOW		HIGH		LOW (full price) HIGH					
	Actual Offers	\$350,000	-	\$465,000		\$475,000	-	\$525,000		\$505,000 - \$555,500					
	After Comm.*	\$350,000		\$465,000		\$451,250		\$498,750		\$469,650 \$516,615					
22															
23 24	Seller Equity**	\$50,000		+ \$165,000		\$151,250		\$198,750		\$169,650		→ \$216,615			
		30%		7%		95% of list		105% of list		full price		110% of list			
25															
26		••		6		**				+=0/ / /					
27				after all fees an	d	*Assumes a 59	% commission			*7% commissi	on				
28		discounts from				**				**					
29				such as closing	costs, etc.			such as closing	costs, etc.	*Assumes before other fees such as closing costs, etc. if applicable in the different scenarios					
30		if applicable in	n the different	scenarios		if applicable i	n the different	scenarios		if applicable i	n the different	scenarios			

