

GETTING 7% COMMISSIONS

GETTING 7% COMMISSIONS

EXTREME

GETTING 7% COMMISSIONS



Take the 7% Technique to the next level

GETTING 7% COMMISSIONS



Take the 7% Technique to the next level

Create MASSIVE demand for your listing

GETTING 7% COMMISSIONS



Take the 7% Technique to the next level

Create MASSIVE demand for your listing

Create a bidding war of extreme proportions

GETTING 7% COMMISSIONS



- 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

GETTING 7% COMMISSIONS



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

GETTING 7% COMMISSIONS



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

GETTING 7% COMMISSIONS



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

GETTING 7% COMMISSIONS



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% COMMISSIONS

EXTREME

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

GETTING 7% COMMISSION



1. Add the same commission override clause to your contract.
2. The amount of commission the buyer's agent receives (as a %) increases as the offers increase.

GETTING 7% COMMISSION



1. Add the same commission override clause to your contract.
2. The amount of commission the buyer's agent receives (as a %) increases as the offers increase.
3. The percentage of the difference (between the list and offer) that you (listing agent) receives graduates as offers increase.

GETTING 7% COMMISSIONS

EXTREME

GETTING 7% COMMISSION



ORIGINAL 7% LISTED PRICE:	499,950	
SELLING PRICE 499,950 + 3%:	515,000	
\$ MORE THAN LISTED PRICE:	15,050	
10% OF ADDITIONAL FUNDS:	1505	Addl' Commission
TOTAL COMMISSION (3% + \$1505):		
	16,955	(vs. 11,880 @ 5% 475,200)

GETTING 7% COMMISSION

EXTREME

ORIGINAL 7% LISTED PRICE:	499,950	
SELLING PRICE 499,950 + 3%:	515,000	
\$ MORE THAN LISTED PRICE:	15,050	
10% OF ADDITIONAL FUNDS:	1505	Addl' Commission
TOTAL COMMISSION (3% + \$1505):		
	16,955 (vs. 11,880 @ 5% 475,200)	

GETTING 7% COMMISSION

EXTREME

ORIGINAL 7% LISTED PRICE:	499,950	
SELLING PRICE 499,950 + 3%:	515,000	
\$ MORE THAN LISTED PRICE:	15,050	
10% OF ADDITIONAL FUNDS:	1505	Addl' Commission
TOTAL COMMISSION (3% + \$1505):		
	16,955 (vs. 11,880 @ 5% 475,200)	

515,000

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ORIGINAL 7% LISTED PRICE:	499,950	
SELLING PRICE 499,950 + 3%:	515,000	
\$ MORE THAN LISTED PRICE:	15,050	
10% OF ADDITIONAL FUNDS:	1505	Addl' Commission
TOTAL COMMISSION (3% + \$1505):		
16,955 (vs. 11,880 @ 5% 475,200)		

515,000 AT THIS OFFER IT'S A 3/4 SPLIT COMMISSION W/\$1505 (10%) OVERRIDE

GETTING 7% COMMISSION

EXTREME

EXTREME

ORIGINAL 7% LISTED PRICE:	499,950	
SELLING PRICE 499,950 + 3%:	515,000	
\$ MORE THAN LISTED PRICE:	15,050	
10% OF ADDITIONAL FUNDS:	1505	Addl' Commission
TOTAL COMMISSION (3% + \$1505):		
16,955 (vs. 11,880 @ 5% 475,200)		

515,000 AT THIS OFFER IT'S A 3/4 SPLIT COMMISSION W/\$1505 (10%) OVERRIDE

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\$515,000

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GETTING 7% COMMISSIONS

EXTREME

\$515,000

3% = 15,450



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\$515,000

3% = 15,450

10% = 1,505



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\$515,000

3% = 15,450

10% = 1,505

\$16,955



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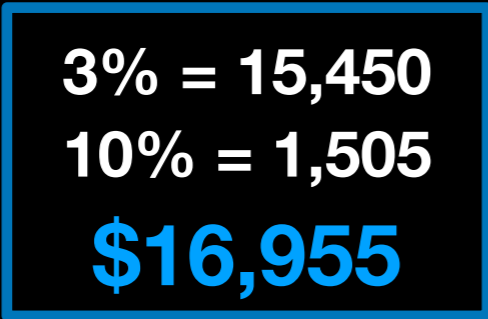
EXTREME

\$515,000

3% = 15,450

10% = 1,505

\$16,955



GETTING 7% COMMISSIONS

EXTREME

\$515,000



3% = 15,450

10% = 1,505

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4% = 20,600



GETTING 7% COMMISSIONS

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3% = 15,450
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4% = 20,600
\$20,600



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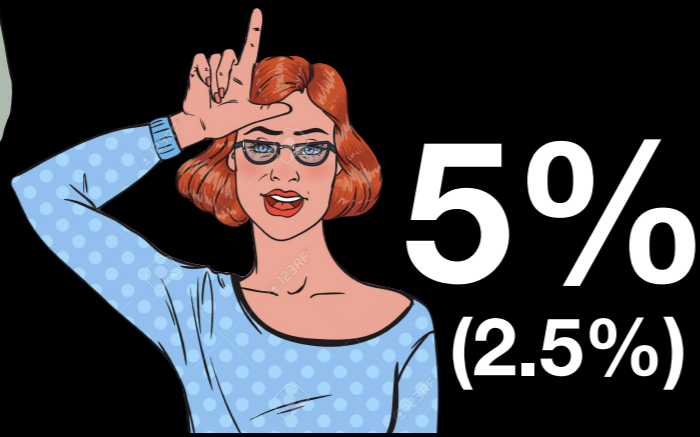
7% = 39,200
\$39,200

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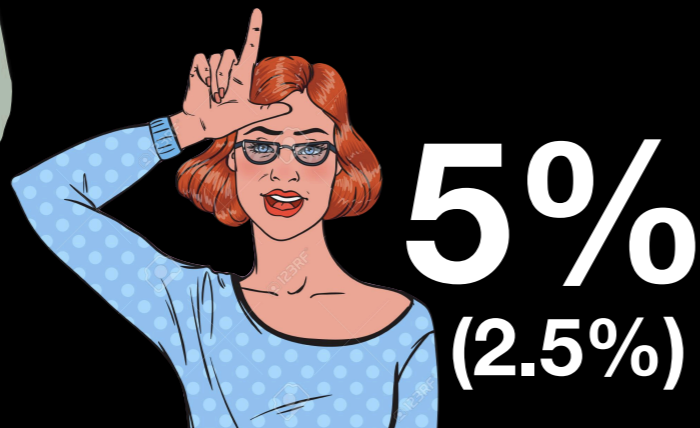
7% = 39,200
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45% = 27,022
\$27,022

4% = 20,600
\$20,600

5% = 26,500
\$26,500

6% = 32,700
\$32,700

7% = 39,200
\$39,200

\$477,445

\$485,388

\$491,083

\$493,778



5%
(2.5%)

@ \$480,000:

\$12,000

\$12,000

@ \$490,000:

\$12,250

GETTING 7% COMMISSION NO

EXTREME

\$515,000

\$530,000

\$545,000

\$560,000

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

2% = 10,600
25% = 7,512
\$18,112

1% = 5,450
35% = 15,767
\$21,217

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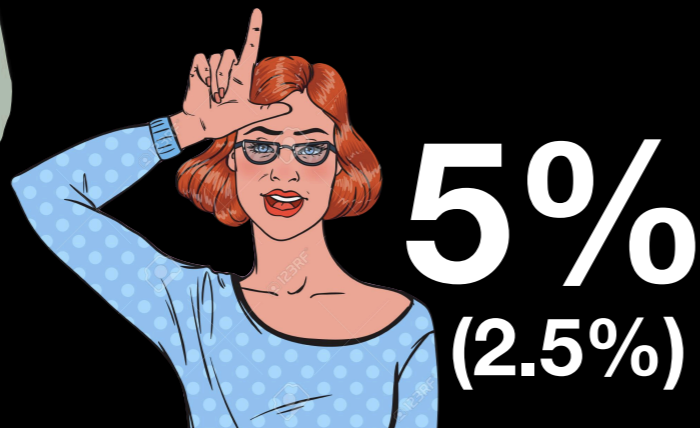
7% = 39,200
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\$12,000

\$12,000

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\$12,000

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\$12,250

\$12,250

@ \$495,000:

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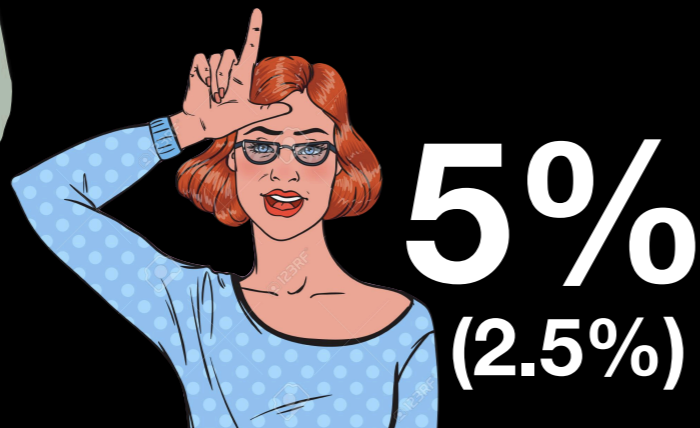
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\$39,200

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@ \$480,000:

\$12,000

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\$12,250

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GETTING 7% COMMISSIONS

EXTREME

GETTING 7% COMMISSIONS

EXTREME



GETTING 7% COMMISSIONS

EXTREME

GETTING 7% COMMISSIONS

EXTREME

GETTING 7% COMMISSIONS

EXTREME

CREATING MASSIVE DEMAND

GETTING 7% COMMISSIONS

EXTREME

CREATING MASSIVE DEMAND

1. List the property on WEDNESDAY.

GETTING 7% COMMISSION



CREATING MASSIVE DEMAND

1. List the property on WEDNESDAY.
2. In the listing: “No showings until Saturday.” The seller is adding some new carpet, new paint, etc.

GETTING 7% COMMISSION

EXTREME

CREATING MASSIVE DEMAND

1. List the property on WEDNESDAY.
2. In the listing: “No showings until Saturday.” The seller is adding some new carpet, new paint, etc.
3. First showing: SATURDAY 12:00 noon, refreshments served!

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Open the door on Saturday and see this...

GETTING 7% COMMISSION



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EXTREME

GETTING 7% COMMISSIONS

EXTREME



GETTING 7% COMMISSIONS

EXTREME



GETTING 7% COMMISSIONS

EXTREME

GETTING 7% COMMISSIONS



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

GETTING 7% COMMISSIONS



1. Add the same commission override clause to your contract.
2. The amount of commission the buyer's agent receives increases as the offers increase.

GETTING 7% COMMISSIONS



1. Add the same commission override clause to your contract.
2. The amount of commission the buyer's agent receives increases as the offers increase.
3. The percentage of the difference (between the list and offer) that you (listing agent) receives graduates as offers increase.

GETTING 7% COMMISSIONS



1. Add the same commission override clause to your contract.
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4. As the sales price increases ALL parties (seller, listing agent & buyer's agent) increase their gross.

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5. We create demand by listing it on Wednesday and only offering the first showing on Saturday at noon. This lets the buyer's agents line up their best buyers.

GETTING 7% COMMISSIONS



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3. The percentage of the difference (between the list and offer) that you (listing agent) receives graduates as offers increase.
4. As the sales price increases ALL parties (seller, listing agent & buyer's agent) increase their gross.
5. We create demand by listing it on Wednesday and only offering the first showing on Saturday at noon. This lets the buyer's agents line up their best buyers.
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% COMMISSIONS

EXTREME

7% Commission Worksheet - SIMPLE.xlsx

Home Layout Tables Charts SmartArt Formulas Data Review

Font: Calibri (Body) 12

Alignment: General

Format: Normal, Bad, Good, Neutral, Calculation, Check Cell

Cells: Insert, Delete, Format, Themes

M35

WHY LISTING AT 7% (3% / 4%) PUT MORE MONEY IN THE SELLER'S POCKET

STEP 1: FIND OUT THE LIKELY SCENARIOS OF A REGULAR LISTING AT 5%

COMP / FAIR MKT \$ **\$ 495,000.00**

SELLER GETS AFTER COMM.

SELLING PRICE	SELLER GETS AFTER COMM.
HOUSE SELLS FOR 96% OF LIST (4% NEGOTIATION)	\$ 475,200.00 \$ 451,440.00
HOUSE SELLS FOR 97% OF LIST (3% NEGOTIATION)	\$ 480,150.00 \$ 456,142.50
HOUSE SELLS FOR 98% OF LIST (2% NEGOTIATION)	\$ 485,100.00 \$ 460,845.00
HOUSE SELLS FOR 99% OF LIST (1% NEGOTIATION)	\$ 490,050.00 \$ 465,547.50
HOUSE SELLS FOR 100% OF LIST (FULL PRICE SALE)	\$ 495,000.00 \$ 470,250.00

STEP 2: ADD 1% TO THE LISTING PRICE OF THE HOME AND LIST AT 7% (Buying Side: 4%)

NEW LIST WITH +1% **\$ 499,950.00**

SELLER GETS AFTER COMM.

SELLING PRICE	SELLER GETS AFTER COMM.
HOUSE SELLS FOR FULL PRICE (probably several offers at this)	\$ 499,950.00 \$ 464,953.50
HOUSE SELLS FOR 101% (1% PREMIUM OF LIST)	\$ 504,949.50 \$ 469,603.04
HOUSE SELLS FOR 102% (2% PREMIUM OF LIST - somewhat likely)	\$ 509,949.00 \$ 474,252.57
HOUSE SELLS FOR 103% (3% PREMIUM OF LIST - most likely)	\$ 514,948.50 \$ 478,902.11
HOUSE SELLS FOR 104% (4% PREMIUM OF LIST - somewhat likely)	\$ 519,948.00 \$ 483,551.64
HOUSE SELLS FOR 105% (5% PREMIUM OF LIST - still very likely)	\$ 524,947.50 \$ 488,201.18

NOTICE HOW EVEN IF THE REGULARLY LISTING HOUSE AT 5% GETS A FULL PRICE OFFER, THE 7% LISTED HOUSE ONLY NEED SLIGHTLY MORE THAN A 1% BIDDING WAR TO EQUAL THE SAME MONEY. THE CHANCE OF A HOUSE LISTED AT 4% ON THE BUYERS SIDE, GETTING A 1%+ BIDDING WAR IS EXTREMELY HIGH!

STEP 3: ADD AN OVERRIDE CLAUSE TO THE CONTRACT

IF HOME SELLS AT 3% OVER LIST

REALTOR RECEIVED 10% OF ALL MONEY OVER ORIGINAL LISTED PRICE

SELLER GETS AFTER COMM. **\$ 514,948.50**

SELLING PRICE	AFTER COMM.
HOUSE SELLS FOR 3% PREMIUM OF LIST	\$ 514,948.50 \$ 477,402.26
Override Commission	1499.85
Base Commission	15,448.46
Total Commission	16,948.31

IF HOME SELLS AT 4% OVER LIST

REALTOR RECEIVED 10% OF ALL MONEY OVER ORIGINAL LISTED PRICE

SELLER GETS AFTER COMM. **\$ 519,948.00**

SELLING PRICE	AFTER COMM.
HOUSE SELLS FOR 4% PREMIUM OF LIST	\$ 519,948.00 \$ 481,551.84
Override Commission	1999.8
Base Commission	15,598.44
Total Commission	17,598.24

IF HOME SELLS AT 5% OVER LIST

REALTOR RECEIVED 10% OF ALL MONEY OVER ORIGINAL LISTED PRICE

SELLER GETS AFTER COMM. **\$ 524,947.50**

SELLING PRICE	AFTER COMM.
HOUSE SELLS FOR 5% PREMIUM OF LIST	\$ 524,947.50 \$ 485,701.43
Override Commission	2499.75
Base Commission	15,748.43
Total Commission	18,248.18

NOW ADD THE 7% EXTREME TO DRIVE PRICE UP

THE 3/4 SPLIT REGULAR 7% TECHNIQUE REMAINS UNTIL THE PRICE REACHES \$530,000

@ \$530K COMMISSION GOES TO 2/5 & THE COMMISSION OVERRIDE IS 25%

PRICE	COMM %	OVERRIDE	TOTAL	
LISTING 2%	\$530,000	\$10,600	\$7,513	\$18,113
BUYING 5%	\$530,000	\$26,500	NA	\$26,500
SELLER	\$530,000			\$485,388

@ \$545K COMMISSION GOES TO 1/6 & THE COMMISSION OVERRIDE IS 35%

PRICE	COMM %	OVERRIDE	TOTAL	
LISTING 1%	\$545,000	\$5,450	\$15,768	\$21,218
BUYING 6%	\$545,000	\$32,700	NA	\$32,700
SELLER	\$545,000			\$491,083

@ \$560K COMMISSION GOES TO 0/7 & THE COMMISSION OVERRIDE IS 45%

PRICE	COMM %	OVERRIDE	TOTAL	
LISTING 0%	\$560,000	\$0	\$27,023	\$27,023
BUYING 7%	\$560,000	\$39,200	NA	\$39,200
SELLER	\$560,000			\$493,778

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

S POCKET

MP / FAIR MKT \$

495,000.00

SELLER GETS
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GETTING 7% COMMISSIONS

EXTREME

GETTING 7% COMMISSIONS

EXTREME

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.



Coming soon!
Michael's new book for **HOME SELLERS!**



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GETTING 7% COMMISSIONS

EXTREME

GETTING 7% COMMISSIONS



	A	B	C	D	E	F	G	H	I	J	K	L	M			
1	HOW SHOULD I LIST???															
2	A comprehensive spreadsheet showing the FINANCIAL benefit of your THREE (3) options to sell your home.															
3																
4	\$500,000	PROPERTY "COMP" VALUE														
5	\$300,000	APPROX \$ OWED ON PROP.														
6	\$200,000	EQUITY BEFORE COSTS														
7																
8		Online selling, no MLS, no Realtor				MLS listing at comp value, agent on both sides				Listing for 101% of comp value, agent on both sides						
9		ONLINE				OTHER BROKERAGE				(BROKERAGE)						
10		- Fast (depending on the market)				- Listing of 5-6%				- List using advanced techniques (7% technique)						
11		- Quick check, cash sale				- May linger on the market				- Create real demand for your house (feeding frenzie)						
12		- Commission saving?				- Negotiation-based offers				- Push the price UP & equity UP						
13		- Lower offer/sale price				- Traditional listing				- 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 your data				- Personal service from a trained Realtors				- Personal service from a trained Realtor						
16																
17																
18	Offers	7% - 30% below comps/value of home				5% below list to 5% above list depending...				Full price offers to 10% above based on 4% buy						
19	Low/High	<u>LOW</u>			<u>HIGH</u>		<u>LOW</u>			<u>HIGH</u>		<u>LOW (full price)</u>			<u>HIGH</u>	
20	Actual Offers	\$350,000		-	\$465,000		\$475,000		-	\$525,000		\$505,000		-	\$555,500	
21	After Comm.*	\$350,000			\$465,000		\$451,250			\$498,750		\$469,650			\$516,615	
22																
23	Seller Equity**	\$50,000		↔	\$165,000		\$151,250		↔	\$198,750		\$169,650		↔	\$216,615	
24		30%			7%		95% of list			105% of list		full price			110% of list	
25																
26																
27		*Assumes that the 7-30% is after all fees and discounts from the iBuyer or investor				*Assumes a 5% commission				*7% commission						
28		*Assumes before other fees such as closing costs, etc. if applicable in the different scenarios				*Assumes before other fees such as closing costs, etc. if applicable in the different scenarios				*Assumes before other fees such as closing costs, etc. if applicable in the different scenarios						
29																
30																

GETTING 7% COMMISSIONS

EXTREME