

NAR SETTLEMENT BUYER & SELLER SCRIPTS

### **Script for Talking to Buyers About the NAR Settlement**

**Realtor:** Have you heard about the recent changes in how commissions are handled in real estate transactions?

**Realtor:** Generally, the process remains the same, but there are now three different scenarios we might encounter:

1. **Seller pays the commission**: This is the traditional method where the seller covers the commission.
2. **Seller offers less than the 3% commission I charge**: In this situation, it’s my responsibility to negotiate the difference.
3. **Seller offers no commission**: In this case, the commission would be covered through closing costs, which could be either the buyer's or the seller's closing costs. Often, this is factored into the deal. For example, if my commission is $10,000 but I negotiate $30,000 off the price, it balances out. In other words, even though the buyer effectively pays $10,000 for my commission, I have covered it by negotiating a larger discount on the purchase price. Does that make sense?

**Realtor:** Another important change is that to show you properties, we need to have a buyer broker agreement signed. This agreement confirms that you understand the commission structure, that my job is to look out for your best interests, and that I am only paid if we successfully close on a home.

**Realtor:** Do you have any questions? If everything is clear, please sign here.

### **Script for Talking to Sellers About the NAR Settlement**

**Realtor:** Have you heard about the recent changes to real estate and how commissions are handled?

**Realtor:** As a seller, you never had to pay a buyer's agent commission and still don't have to if you don't want to. However, I highly suggest building the commission into your asking price and offering it anyway. Consider this: If there are 10 potential buyers for your home, how many would you want to reach? The answer is likely as many as possible.

**Realtor:** By incorporating the commission into your price, you essentially have millions of agents working to sell your home instead of just one. The buyer is effectively paying for the commission as part of the purchase price. Does that make sense?

**Realtor:** Great! Do you have any questions about this process?