

NATIONAL ASSOCIATION OF REALTORS® SETTLEMENT

Talking to buyers about the upcoming changes to the real estate industry

REALTORS® play a pivotal role in guiding their clients as we adapt to the changing landscape of the real estate industry. The following sections are pre-drafted talking points that you can use when talking to your clients about the upcoming changes while showing your value as a professional REALTORS®.

Always communicate your value

You are the professional resource for real estate transactions in your community – make sure clients know everything you are bringing to the table.

- REALTORS® reduce stress in a highly complicated and high-stakes transaction, likely one of the biggest of their lives.
- REALTORS® use their extensive training and experience to navigate difficult negotiations and help consumers avoid common and costly mistakes.
- REALTORS® are in their client's corner, always looking out for and guiding their clients to the best decision possible.
- REALTORS® have a strong network of professionals to help their clients through the home buying process including appraisers, inspectors, mortgage brokers, insurance agents, remodelers, attorneys and more.

Discussing compensation and the buyer-broker agreement

Navigating discussions of your compensation with the buyer may be challenging, but it is a REALTOR®'s duty under the REALTOR® Code of Ethics to have open and honest conversations with consumers throughout the home buying or selling process. REALTOR® must explain compensation is fully negotiable.



For up-to-date information, visit facts.realtor.

- It is required before we tour a home that we complete a written agreement so you understand exactly what services and value will be provided, and for how much.
- A REALTOR®'s compensation is completely negotiable between the broker and prospective home buyer. Then, share your preferred fee structure and discuss it with the client. Remember three things:
 - » *do not steer clients to any decisions they might not want to make,*
 - » *always remember the REALTOR® Code of Ethics*
 - » *and follow all brokerage policies, if applicable.*
- I am here to support you, as my client, throughout this process to find you the best home at the right value. I am always here to answer questions, provide guidance.