

# THE BENEFITS OF OFFERING BUYER AGENT COMPENSATION



In the United States, real estate commissions can be paid by the seller, listing agent or the buyer. Continuing the practice of offering buyer compensation by the seller or listing agent increases the likelihood of having a professional buyer's agent on the other side of the transaction and provides you with a number of advantages.

**By paying commission or authorizing your listing broker to pay commission, you have potential to:**

## **INCREASE INTEREST FROM QUALIFIED BUYERS**

When you offer to pay the buyer's agent commission, the property may become more attractive to serious buyers, which is a critical advantage in competitive markets. This also makes your home more accessible to a wider pool of buyers, some of whom might have limited available cash for upfront costs.

## **SECURE A HIGHER PURCHASE PRICE**

If buyers don't need to reserve funds for commission, they may be able to offer a higher purchase price.

## **SELL FASTER**

Removing the financial burden on buyers can help reduce the time your property spends on the market.

## **SIMPLIFY NEGOTIATIONS**

With commission costs off the table, negotiations are less complex, allowing all parties to stay focused on the property's price, which streamlines the discussion.

**COMPASS**

Seller acknowledges and understands that (i) commissions are negotiable, (ii) Seller is not required to offer compensation to a cooperating Broker, and (iii) any offer of compensation is at the discretion of the Seller.

