

HOW I PLAN TO SELL YOUR HOUSE!

When you're thinking of selling your home here in Northern Virginia, you'll probably think about minimizing real estate commissions. (So, the first question to me, verbalized or not, is "what will you charge me?")

If we work together, **YOU WILL HAVE OPPORTUNITY TO PAY 2% TOTAL SELLER COMMISSIONS! (NOT 5-6%!)** This *radically* differs from standard practice!

Real Estate Commissions are the largest cost of the sale in the "Traditional Real Estate Listing."

Standard Practice within the Real Estate Industry is that **Sellers pay the full commission!**

That is intended to support and expand home ownership by minimizing the out-of-pocket expenses that purchasers bear in acquiring a home. If buyers had to pay their own commissions in addition to down payments, loan expenses, and other closing costs, sales volume would be reduced, or so the thinking goes.



As a seller, you are then paying the buyer's commission in addition to your own! In traditional sales, your net is reduced by the amount of any buyer commission you pay.



Not only that, but you're paying the Buyer Agent to work on behalf of the buyer for best price and terms AGAINST you! (You cannot make this stuff up!)

Sellers customarily pay the entire commission because the National Association of Realtors "**Cooperative Compensation Rule**" mandates that listing brokers (and the sellers they represent) "**shall**" make a unilateral offer of compensation on behalf of the seller to "cooperating" brokers, thus sharing listings and offering compensation for cooperation in sale.

Most cooperating Brokers will not allow entry of a listing offering less than 2.5% buyer agent compensation.

In selling your home, at settlement, you are then automatically paying the required commission amount to the agent representing the buyer.



Your buyer is not paying their own agent, and the buyer agent does not have to negotiate, or even disclose, his or her commission amount to his client, the buyer, since his client isn't paying him. You are! And buyer agents feel entitled to a 3% commission! **Shouldn't the buyer be paying his own agent, not you?!**



Sellers seek commission reductions from the listing agent, not knowing that the lister must offer an arbitrary minimum percentage to the buyer side and can thus only reduce the listing side! (Listing Agent is often a more highly qualified agent than the buyer agent and resents being paid less!)

Defense of this status quo keeps commission rates stubbornly high at 5-6%, and pressures listing commissions unfairly because of the minimum payment to the buyer side!

Competing business models have emerged with entities like [Rex](#) (which refers to industry practices as “**cartel economics**”), [Clever Real Estate](#), [Ideal Agent](#), [Redfin](#) and others offering sellers 1-2% seller (“Listing”) commissions.



These brokers comply with the cooperation rule, too, so suggest a 2.5-3% buyer side commission offer. Buyer commissions of 2-2.5% offered in addition to the listing commission then make total seller paid commission **3.5%-4.5% vs. the traditional 6%**. Seller is still paying both sides. Pressure is still on the listing commission, not the buyer commission!



In a traditional listing, here's how seller net is reduced by whatever commission rate is charged. Example: 6% total commission, split "cooperatively" 3% to the buyer side.

Home sells for \$500,000. $\$500,000 \times 6\% = \$30,000$. Before other costs of sale, seller net is $\$500,000 - \$30,000 = \$470,000$. Under standard rules, the seller had no choice but to offer \$15,000 compensation to the cooperating buyer broker.

So how do you get full benefit of the MLS, accommodate "cooperative compensation," yet **have your buyer pay his own commission** thus saving you half the expected cost? **And how do you pay a TOTAL commission of 2%?** (Not 5-6%)

The "Auction" structure has been in the MLS as long as there's been one. An "auction" traditionally is a one-day "event" with an auctioneer openly calling prices at the property. We're NOT doing that. We're just using the structure. It allows you to have the buyer pay their own commission!



It is standard in the auction structure to include a "Buyer Premium." It can be set at any level. A Listing Agent might offer a seller a zero % listing commission while charging a 5% buyer premium, drawing his or her compensation, and any "cooperating" compensation, entirely from the buyer premium.

Or the listing agent could charge the seller a TOTAL commission of 2-3% with the separate 3% buyer premium paying cooperating compensation and platform cost. That is fair to both parties.

The auction structure is not subject to seller-paid "cooperative compensation." Buyer pays his own commission, saving you that 3%. That's \$15,000 on a \$500,000 transaction!



The buyer marks the \$500,000 offer up by a 3% "buyer premium." So, $\$500,000 + \$15,000 = \$515,000$ final sales price x 6% commission total (His own agent is paid from that amount as is the seller's agent. All costs are drawn from gross proceeds at settlement.) $\$515,000 \times 6\% = \$30,900$. $\$515,000 - \$30,900 = \$484,100$.

Buyer paid their own agent. Seller paid a total commission cost of 3% not 6%. Seller net is higher. (I use a total

seller commission of 2%, with a buyer premium of 3%, which pays buyer agent 2.5% and .5% platform costs.)

The Buyer **adds** their Agent's commission to the agreed home offer amount as a "Buyer's Premium," (**Highest Agreed Offer or Bid + Buyer's Premium = Final Sales Price.**) Gross proceeds and your "net" are **increased by that commission amount.**



My compensation structure provides **lowest seller cost, flexibility, and transparency,** and resolution of **the conflict of interest with the buyer's agent,** while providing for **high quality sale at top dollar** within the platform.

The sales platform incorporates and benefits from the latest technology to sell your Home:

Technology touches every aspect of the real estate industry today. You can see a birds-eye view of a neighborhood 2,000 miles away through drone footage.

With online listings, everyone has access to home sales price data and detailed information through the internet.

Historic sales data and County assessments are tracked for at least ten years. Algorithms are used to match, analyze, and rank data in astounding ways. Searching for new listings is as simple as downloading an app, choosing your location, and awaiting notifications with options.

Big Data provides for “automated valuations” of entire institutional portfolios collateralizing mortgage-backed securities. Commoditization and securitization of mortgage portfolios has made mortgage-backed securities global institutional financial instruments and contributed to the historic decline of interest rates. Automated valuations likewise support institutional acquisition of single-family homes.



Other models are used to support construction loans, foreclosures, or to provide Zillow’s “**Zestimate!**” Zillow has 80% of the “eyeballs” looking at real estate.



So, everyone has access to online pricing data and automated valuation models that suggest median valuations and price ranges for single family homes like yours or mine.

The point: Using routine technology everyone can quickly figure out what your home is relatively worth within a given price range.

Technology has enabled the Global Auction Business of all types to move online. Yachts and luxury cars are routinely sold through online bidding.

Technology enables online Real Estate auctions. Auction.com, Hubzu.com, Xome.com handle thousands of sales.



Multimillion dollar homes all over the world are sold by Concierge Auctions or Platinum Luxury Auctions.

You can buy or sell a house online without ever taking out a pen to sign a contract. Electronic document systems, online Notaries, and virtual closings are routine.

My system is a [hybrid](#) between the traditional real estate listing and sale process and a real estate auction. I use all the technology resources mentioned!

Online bidding is part of the structure, but it is NOT an auction. In an auction, highest bidder wins. And many jurisdictions require an auctioneer and licensing. (Not VA.)

In real estate, the highest bid may not be the best offer, as there are many contingencies to consider.

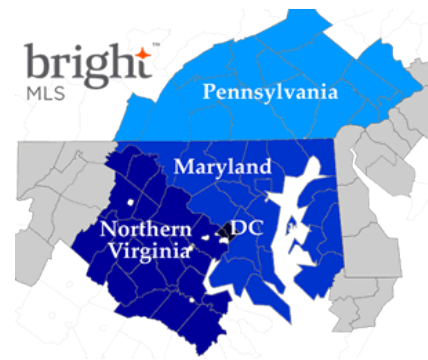
Online bids assure **speed, efficiency, competition, and transparency** in the sale of your property.



You always have final say to accept, counter, or decline any offer!

Transactionally, ALL normal contract and closing processes and typical purchase contingencies for home inspection, financing and appraisal are maintained. Traditional financing is accepted.

The standard MLS Listing applies with all the digital data concerning address, ownership, assessment, acreage, measurements, schools, HOA and the like. Descriptive, photographic, and video graphic elements are added.



You participate in the **“Active Market,”** the real estate equivalent of the stock exchanges, only much more geographically dispersed.



That infrastructure and its standards, cooperation and data exchange drives your offer to the rest of the internet, to hundreds of web portals globally.

As with any standard listing, your home is placed on your local MLS and massively **marketed** online on social media using an 11–14-day process.

One key aspect of that marketing is to **set initial pricing very aggressively. That pulls demand from the entire internet.** Remember – consumers and their agents have access to online pricing. They can discern your home’s market value generally.

The marketing serves to get your listing **massive exposure to buyers and ramp up competitive demand** to receive a higher price for you. Any buyer looking for what you have, will see it.



You may host scheduled showings. Expect a LOT of them! (We can establish specific times available for showings and blackout others.)

Multiple open houses are scheduled over two weekends and a mid-week between. Buyers and agents schedule attendance at the open houses to view the property. That could replace randomly scheduled viewings to see the home, giving you greater convenience while you still occupy the home.



If the property is vacant, showings do not inconvenience you, so are a non-issue. Showings are scheduled but we

still conduct the open houses, which draw many unrepresented buyers.

The offer / counteroffer process is streamlined. Document handling is minimized and simplified less urgently within the process. You have flexibility to adjust timeframes for bidding based



upon market conditions or your circumstances. In a hot seller's market, bidding could be compressed over a few days or hours. Deadlines create urgency!

That all gives you maximum flexibility. Everything is real time and buyers are compelled to compete intensively.

Learn more [HERE](#) on the advantages of online bidding. Remember: **Winning Bid + Buyer Premium** (buyer paid commission) = **Final Sales Price**.

(In a sellers' market, as at present where multiple offers prevail, one of buyers' biggest complaints absent online bidding, is that they must blindly bid against competing offers! There's a lack of transparency in the traditional system.)

I suggest letting the market discover and drive your price as opposed to setting it based simply upon available big data.



In a competitive marketplace, homes routinely sell above list prices. As you think about selling for the highest possible price, **you may have a price in mind** that you'd like to get. That value may rely upon Zillow's "Zestimate," or recent sales of homes nearby. You do, right? That's what you would list the property for on the MLS normally.

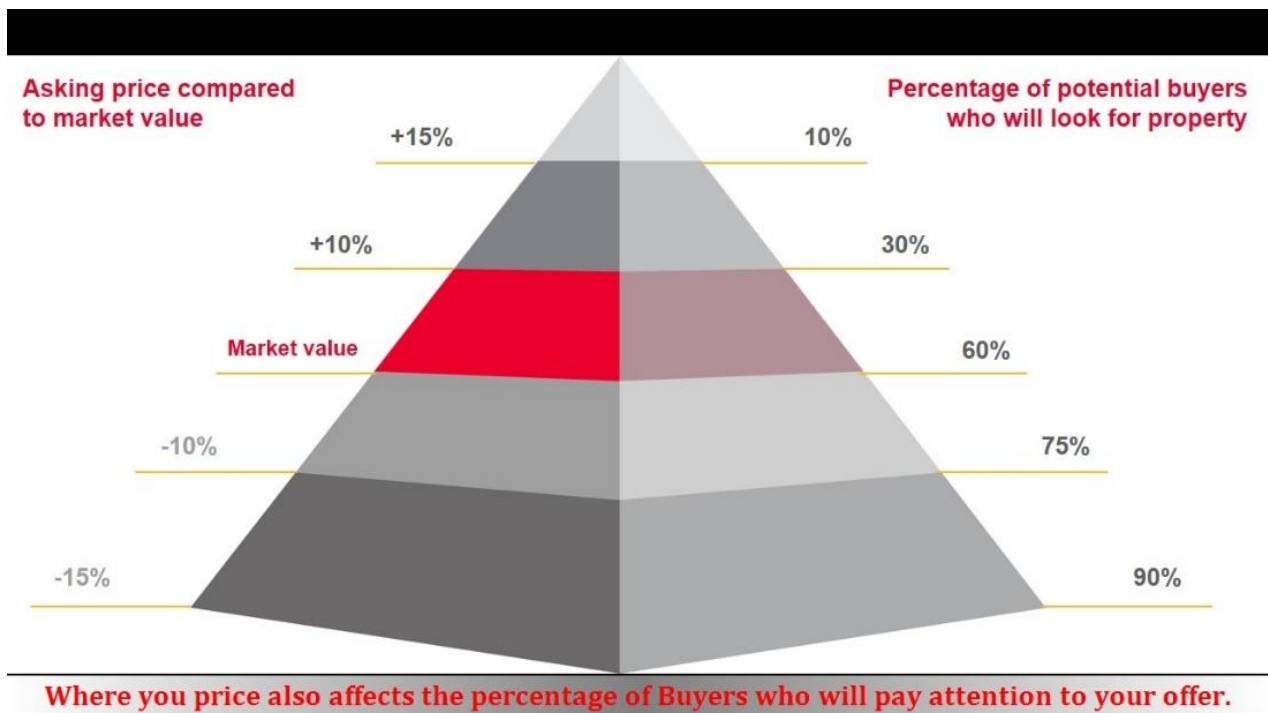
"List Price" is traditionally set at or above what sellers think is market value by including costs they anticipate, and "room to negotiate."



Whatever online price data may imply, **the actual sales price of a specific home may differ markedly from what data suggests**, depending on location, condition, presentation, and supply and demand. Buyers will bid up to get what they want! Greater demand = higher price!

Given maximum market exposure, ultimate sale price will be set by what a willing and able open market buyer agrees to pay! Competing bids and multiple offers drive the price up. **Massive digital exposure and aggressive initial pricing drive demand.**

The pricing strategy I use stages your offer to triple the number of buyers, create much greater demand, and drive more buyers to make offers and compete to purchase your home! That frequently produces a much higher price.



In pricing at or above perceived market value, the number of potential buyers is limited to about 30-35% of the buyer pool! It decreases potential demand and probability of highest sale!

By pricing 10% - 33% below real market value, as a "Minimum Starting Bid," as many as 90% of buyers will see your offer!

The low initial bid, traditional within the auction industry, attracts great interest which self-reinforces within the algorithms that gauge it which then drive viral engagement. "Eyeballs" are drawn from Zillow, Realtor.com, Redfin, and hundreds of other portals in addition to the MLS. The MLS sends listings to all those sites, but pricing drives notice! (**Leverage the entire internet, pulling eyes from all the portals, not just the MLS.**)

That's 3x as many potential buyers! Your offer is very clearly differentiated from its competitors. You are more competitively priced, with more attractive terms.



Your offer in the MLS clearly states and discloses that minimum bid is a beginning point, and NOT



the sales price nor perceived market value. You're not obliged to take any offer unless agreeable. You can accept,

counter, or reject any offer, as in a traditional real estate deal.

(I place the "Automated Valuations for your property, including the Zillow "Zestimate," in the Document Section of your MLS Listing, available by clicking the document icon online. FAQs also explain every aspect!)

I'll sell your house by providing you a far superior professional home sale, to get you the highest net asset value with minimal hassle, while streamlining the process to **14 days or less!**

"How I Plan..." really is a plan, put together by an agent with 15 years' experience, backed by the research evident when you visit the internal links, and the evident very powerful marketing results in the quoted stats.

My strategy and technology platform breaks with traditional real estate industry approaches to have your buyer pay their own costs and give you the best and lowest commission!

It will triple your buyer demand, bringing you 50-100 buyers, maximize competition, and result in multiple competing offers to get you the highest possible sale price and net in your pocket!



Let's get your home SOLD!

Call or text me at (540) 841-1825 or [grab a spot on my calendar](#) to learn more or start the process!

(And start packing!)

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Samson Properties



SellerCommissionSecrets.com

HomeSellerSecrets.net

NorthernVAHomeFinder.com