

# SERVICE PACKAGES

Choose your desired level of service from the list below.

## PACKAGE ONE

# 2.5%

2.5% LISTING AGENT ONLY

COMMISSION

### Basic Listing Service:

- MLS (Multiple Listing Service) listing of the property.
- Professional photography.
- Yard sign (optional) and digital flyers.

### Marketing:

- Online marketing through real estate portals.

### Additional Services:

- Coordination of property inspections.

CHOOSE PLAN

## PACKAGE THREE

# 3%

3% LISTING AGENT ONLY

COMMISSION

Everything in package two, Plus:

### Premium Marketing:

- Professionally produced video. Includes aerial views of property.
- Enhanced social media advertising campaigns.
- Website for property.
- Mass mobile marketing.
- Out-of-state marketing.
- Pre-listing marketing.
- Zillow 3D Tour.

### Concierge Services:

- Coordination of **all aspects** of the selling process, including logistics, scheduling contractors, inspectors, getting estimates and other trades as needed.

### Client Support:

- Comprehensive market analysis and strategy adjustments as needed.

CHOOSE PLAN

## PACKAGE TWO

# 2.75%

2.75% LISTING AGENT ONLY

COMMISSION

Everything in package one, Plus:

### Enhanced Marketing:

- Targeted online advertising campaigns.
- Community Photos.

### Enhanced Communication:

- Weekly progress reports.

### Client Support:

- Dedicated agent support with extended hours.

CHOOSE PLAN

SELLER IS TO BE AWARE THAT COMMISSIONS ARE NEGOTIABLE. THE PLANS SHOWN DO NOT INCLUDE BUYER AGENT COMPENSATION. IF SELLER DECIDES TO COMPENSATE THE BUYERS AGENT OR OFFER CONCESSIONS TO THE BUYER THAT IS TO BE DOCUMENTED IN THE LISTING CONTRACT.

LISTING AGENT RESERVES THE RIGHT TO DECLINE LISTINGS OFFERING COMPENSATION BELOW 2.5% WITH EXPECTATIONS OF RECEIVING THE SERVICES IN PLAN 2 OR 3.

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# COMMISSION CHANGES

Recent changes to the National Association of Realtors (NAR) commission structure for home sellers:

A simple explanation of the recent changes to the National Association of Realtors (NAR) commission structure for property sellers:

## What's Changing?

### 1. Transparency in Commissions:

- Before: According to the NAR Settlement, commissions paid to the buyer's agent were often unclear to the seller.
- Now: Sellers will see exactly how much is being paid to the buyer's agent.

### 2. Flexibility in Payments:

- Before: According to the NAR Settlement, the seller usually paid the entire commission for both their agent and the buyer's agent.
- Now: According to the NAR Settlement, there is more flexibility, and the buyer might cover some or all of their agent's commission.

### 3. Negotiation is Key:

- Before: According to the NAR Settlement, Commission rates were relatively standard and less negotiable.
- Now: Sellers can negotiate commission rates with their agents more openly.

## Why Does This Matter?

- Better Control Over Costs: As a seller, you can better understand and control the costs associated with selling your property.
- Clearer Breakdown of Fees: You'll know exactly where your money is going and why.
- Potential Savings: By negotiating commissions, you might save money on the sale of your home.

## What Should You Do?

1. Ask Questions: Make sure to ask your agent to explain their commission structure and any changes that might affect you.
2. Negotiate: Don't be afraid to negotiate the commission rates with your agent.
3. Stay Informed: Keep up-to-date with any further changes in real estate practices that might impact your sale.

These changes aim to make the process more transparent and fair for sellers like you, helping you feel more in control of your property sale. The practice changes set forth in the settlement agreement will **take effect August 17, 2024.**



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