
Buyer Rebate Handbook

The Complete Guide on

**“How to buy your next property and
earn a rebate at Closing”**

Thank you for choosing REGIONAL Realty as your “Buyer’s Broker” to buy your next property. I’ve put this guide together for you to help you better understand all of the complexities of buying your next home AND earning our rebate.

The idea of getting a rebate at closing at closing is not new. This is the natural progression of the industry due to the Internet and your ability to find homes without a Realtor. The concept is that buying and selling real estate is simply a transaction. While the real estate transaction can be complex and full of emotions, it is none the less a transaction.

If you as a Buyer are willing to do the majority of the work you should be compensated for it.

In the old days the commission was around 6% or so. With our Flat Fee programs you can sell and eliminate 3% on the sell side. This buy side 3% is simply the next area of high commission to be adjusted.

COMMISSION THE OLD WAY

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|------------------|-----------|--------------------|---------|
| Sales Price | \$300,000 | Typical Commission | 6% |
| Listing Agent 3% | \$9,000 | Buyers Agent 3% | \$9,000 |

COMMISSION THE REGIONAL REALTY WAY

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|---|-----------|--------------------|----------------|
| Sales Price | \$300,000 | Typical Commission | 6% |
| Listing Agent 3% | \$9,000 | Buyers Agent 3% | \$9,000 |
| Buyer Rebate 50% of our half (3%) | | | \$4,500 |
| Listing Agent (Showing incentive Fee, SIF) 10% of our 3% | | | \$900 |
| REGIONAL Realty / Buyer’s Agent Commission 40% of our 3% | | | \$3,600 |

How To Earn Your Rebate

1. **Sign our Buyer Agency Agreement:** This way all other Realtors know you are working with and are represented by another Realtor.
2. **Make sure you are Pre-Approved:** Realtors don't like to waste time showing homes to people that cannot get a mortgage so it is essential that you get pre-approved AND have the pre-approval certificate with you when you view homes.
3. **Let the Listing Agent know they will earn a part of our commission too:** We rebate 10% of our commission to the Listing Agent as a courtesy to show their listings to you WITHOUT us being present.
4. **Sign up for our "Listing Match":** This is a form that you complete online that gives us information on the type of home that you are looking for. We then input your search criteria into your MLS. When a home is listed or the price reduced on a home that meets your criteria, you are emailed automatically!! This is a HUGE advantage, as you will be the FIRST TO KNOW when a home is listed. You get emails before the home gets on Realtor.com.

Potential Resistance: Most Listing Agents will expect you, the Buyer to be accompanied by your Realtor, in this case REGIONAL Realty. Since we will not be accompanying you to listings, the Listing Agent must either show you the property or let you contact the Seller direct to get in the home (unless there is an Open House).

There may be slight animosity on the part of the Listing Agent as they expect us to show you their listing. This is why we offer 10% of our commission to them, which usually makes them more than happy to help get you in the homes you wish to see!

In the past, Buyer's Agents scheduled AND attended showings. True, they wanted their listings sold but both Listing Agent and the Buyer's Agent have their "perceived" duties to earn their commission.

You are fully represented: We bring several years of experience and hundreds of closings to the table. As your Buyer's Agent, we are committed to getting you the lowest price and best terms on your next home!

With REGIONAL Realty, you have the best of both worlds – Flat Fee listings to save you thousands selling, and, buyer's rebates when you are buying!

We are committed to making the home buying and selling experience the best it can possibly be while saving you the most money possible.

At REGIONAL Realty – "We're changing the way Real Estate is bought and sold in Kentucky!"

Yours Truly,

Terry D. Eibeck
Broker / Owner

