

SOUND OFF *Brian A. Clarke, Jr.*

What does a Realtor consider when deciding on the fee?

Looking to hire a Realtor to help you sell your home? Understanding how a Realtor is compensated and how the fee for service is applied is important.

Realtors are 1099 Independent Commission Based Employees under the real estate brokerage they are affiliated with. One hundred percent of a Realtor's earnings is based on the dollar volume of homes they sell.

The fee for service that is charged on your listing is negotiable by law in the state of Connecticut. The percentage is based

on the marketing schedule and price point of the home being sold.

Commercial real estate typically has a higher percentage per listing than residential. The percentage is split with a cooperating agent, and in most transactions, the buyer is represented by another Realtor.

What goes into that percentage? Professional photography, floor plans and virtual tours are the beginning stages of preparing your listing for the market. These services historically are paid for by your Realtor and part of the



fee for service.

Let us look at other services that go into the fee for service. Our Realtor will host a broker

open house for other Realtors in the town. This open house is for the agents that may have a client for the home and they need to preview the home for said client and for agents to become familiar with the home and active homes on the market. These events typically offer some type of refreshments or catered lunch to attract the agents, and the offerings are paid by the listing Realtor.

The marketing material that is displayed at the listing is paid for by the listing Realtor as well such as professional brochures or glossy handouts. The yard sign

that is placed on the property may be paid for by your listing Realtor.

Your Realtor will also pay for social media boosts, open house advertising, boosts on Listingbook and other marketing efforts per the marketing plan put together for your property.

There are other items paid for by your Realtor, but the major ones were touched upon. These items paid for are all incorporated within the fee for service.

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