



BUYERS PREMIUM REVEALED



EZ Real Estate
Platform



***A BUYER'S PREMIUM IS AN ADDITIONAL FEE
CHARGED BY AN AUCTION HOUSE TO THE WINNING
OFFER ON TOP OF THE OFFER PRICE SELECTED.
THE FEE IS A PERCENTAGE OF THE OFFER PRICE.***

***THE BUYER PREMIUMS HAVE BEEN USED SINCE THE
EARLY 1970'S BY BANKS***

BENEFITS OF BUYER'S PREMIUMS ON THE EZ REAL ESTATE PLATFORM

1. COMPENSATION FOR BROKERAGES

EFFICIENT COMPENSATION MECHANISM: BUYER'S PREMIUMS PROVIDE A STRAIGHTFORWARD WAY TO COMPENSATE BOTH LISTING AND SELLING BROKERAGES. THIS ENSURES THAT REAL ESTATE AGENTS ARE INCENTIVIZED TO PARTICIPATE AND OFFER THEIR EXPERTISE, ENHANCING THE OVERALL TRANSACTION EXPERIENCE FOR BOTH BUYERS AND SELLERS.

FLEXIBILITY IN COMPENSATION: THE EZ PLATFORM OFFERS FLEXIBILITY IN HOW BUYER'S PREMIUMS ARE STRUCTURED, ALLOWING SELLERS TO CHOOSE FROM DIFFERENT COMPENSATION MODELS THAT BEST SUIT THEIR NEEDS.



2. TRANSPARENCY AND CONTROL

TRANSPARENT PROCESS: THE EZ PLATFORM EMPHASIZES TRANSPARENCY, ALLOWING BUYERS TO SEE REAL-TIME OFFERS AND ADJUST THEIR BIDS ACCORDINGLY. THIS TRANSPARENCY, COMBINED WITH BUYER'S PREMIUMS, ENSURES THAT ALL PARTIES ARE AWARE OF THE COSTS INVOLVED, PROMOTING A FAIR AND INFORMED BIDDING ENVIRONMENT.

SELLER CONTROL: SELLERS RETAIN SIGNIFICANT CONTROL OVER THE SALE PROCESS, INCLUDING SETTING TERMS AND DECIDING WHETHER TO ACCEPT, NEGOTIATE, OR REJECT OFFERS. BUYER'S PREMIUMS FIT INTO THIS FRAMEWORK BY PROVIDING AN ADDITIONAL LAYER OF COMPENSATION THAT ALIGNS WITH THE SELLER'S CHOSEN STRATEGY



3. INCREASED SELLER EQUITY

ZERO COMMISSION OPTIONS: THE EZ PLATFORM OFFERS SELLERS THE OPTION TO AVOID PAYING TRADITIONAL COMMISSIONS BY USING BUYER'S PREMIUMS. THIS APPROACH ALLOWS SELLERS TO RETAIN MORE EQUITY FROM THE SALE, AS THEY DO NOT HAVE TO PAY LISTING FEES OUT OF POCKET.

HIGHER SALE PRICES: THE COMPETITIVE BIDDING ENVIRONMENT FOSTERED BY THE EZ PLATFORM OFTEN LEADS TO HIGHER SALE PRICES. BUYER'S PREMIUMS CAN BE PART OF THIS STRATEGY BY INCENTIVIZING BUYERS TO PARTICIPATE AGGRESSIVELY, KNOWING THAT THEIR PREMIUM PAYMENTS CONTRIBUTE TO THE COMPENSATION OF AGENTS



4. INCENTIVIZING QUALITY PARTICIPATION

AGENT INCENTIVES: BUYER'S PREMIUMS INCENTIVIZE REAL ESTATE AGENTS TO ENGAGE ACTIVELY WITH THE PLATFORM, ENSURING THAT BOTH BUYERS AND SELLERS RECEIVE HIGH-QUALITY SERVICE. THIS ALIGNS THE INTERESTS OF AGENTS WITH THOSE OF THE CLIENTS, PROMOTING SUCCESSFUL TRANSACTIONS.

BUYER CONFIDENCE: BY KNOWING THAT BUYER'S PREMIUMS SUPPORT THE TRANSACTION PROCESS, BUYERS CAN FEEL MORE CONFIDENT IN THEIR PURCHASES. THIS CONFIDENCE STEMS FROM THE ASSURANCE THAT AGENTS ARE MOTIVATED TO FACILITATE SMOOTH AND SUCCESSFUL TRANSACTIONS

IN SUMMARY, BUYER'S PREMIUMS ON THE EZ REAL ESTATE PLATFORM OFFER A BALANCED APPROACH THAT BENEFITS ALL PARTIES INVOLVED. THEY PROVIDE A CLEAR COMPENSATION MECHANISM FOR BROKERAGES, ENHANCE TRANSPARENCY AND CONTROL FOR SELLERS, INCREASE SELLER EQUITY, INCENTIVIZE QUALITY PARTICIPATION FROM AGENTS, AND ENSURE OPERATIONAL EFFICIENCY FOR THE PLATFORM.

QUESTIONS AND APPLICATIONS OF USING A BUYERS PREMIUM

1. REMEMBER BUYERS ALWAYS PAY THE COMMISSIONS, WHEN YOU THINK OF PULLING COMPS TO PRICE A HOME, ARE YOU DEDUCTING THE COMMISSIONS OUT?
2. BUYER PREMIUMS ARE ADDED TO SELLER SELECTED OFFER. (NO MONEY OUT OF POCKET FOR BUYERS)
3. ARE BUYER PREMIUMS NEGOTIABLE?
4. STRATEGIES USED IN BUYER PREMIUMS?
5. WHAT OTHER REAL ESTATE FIRMS USE A BUYERS PREMIUM?
6. CAN I ADD MY MARKETING COST TO A BUYER PREMIUM?
7. WHAT ARE YOUR ADVANTAGES OF USING A BUYERS PREMIUM?
8. CONCLUSION

