

TOPIC THURSDAY

Buyer's Premium What a Gift



Buyer Premium

1. Must Sell it, What's in for Buyer, Be in Contract (Don't Abuse, Be Transparent, this is a tool to get homes into contract)

2. Seller Concession on Closing Statement

3. Buyer Premium Rule added to final home price
(Can Not Exceed Value of Home)

4. Buyer Premium is Always Negotiable

5. Buy Down Interest Rate

6. Pay Closing Cost

7. Use it to Pay Off Debt at Closing to Help Qualify

8. Buyer Agents can Make More
(4% Buyer Agent - 4% to You - 1% EZ - 1% to Buyer)

9. Protection for Investors
(3% Protection - 3% Buyer Agent - 3% to You - 1% EZ)

When setting the price for an investor's home with this method, aim so that a single offer ensures a profit. With this fee setup, investors an average of \$10,000 from Premiums and an extra \$24,000 from Bid/Offer, raking in a cool \$34,000 per Closing!

10. MLS Remarks and Rules, Joy Steidl

11. Supplements

12. Use our (800)231-0058

13. Use this in Reverse Prospecting

14. Sellers motivated to work with your buyer

15. Buyer Premium Discussion