

How To Talk About Commissions

(and other hard things)

The what, why, and how of 'the talk'

Provided by:

PREPARE
REAL ESTATE ACADEMY

PrepareREA.com

The Official Doodling Page

©2025 Prepare Real Estate Academy

Welcome to Prepare Real Estate Academy's class

How to Talk About Commissions (and other hard things)

In this class we will look at communicating our value as real estate agents and how to communicate that with our clients and other parties to a transaction. As we adjust to different regulations, we can still be effective for our clients *and* get paid for it. The key to that is being able to effectively communicate with a plan.

Topics for the class:

Guidance for the conversation

Content for the conversation

Skills for the conversation

Documenting the conversation

PREPARE
REAL ESTATE ACADEMY

PrepareREA.com

To be blunt, why SHOULD you get paid?

_____

_____

_____

_____

©2025 Prepare Real Estate Academy



Our Guidance

Sherman Antitrust Act

- Price-fixing – set rates between companies
  - Even conversations
- Group boycotting



John Sherman
1890

Code of Ethics

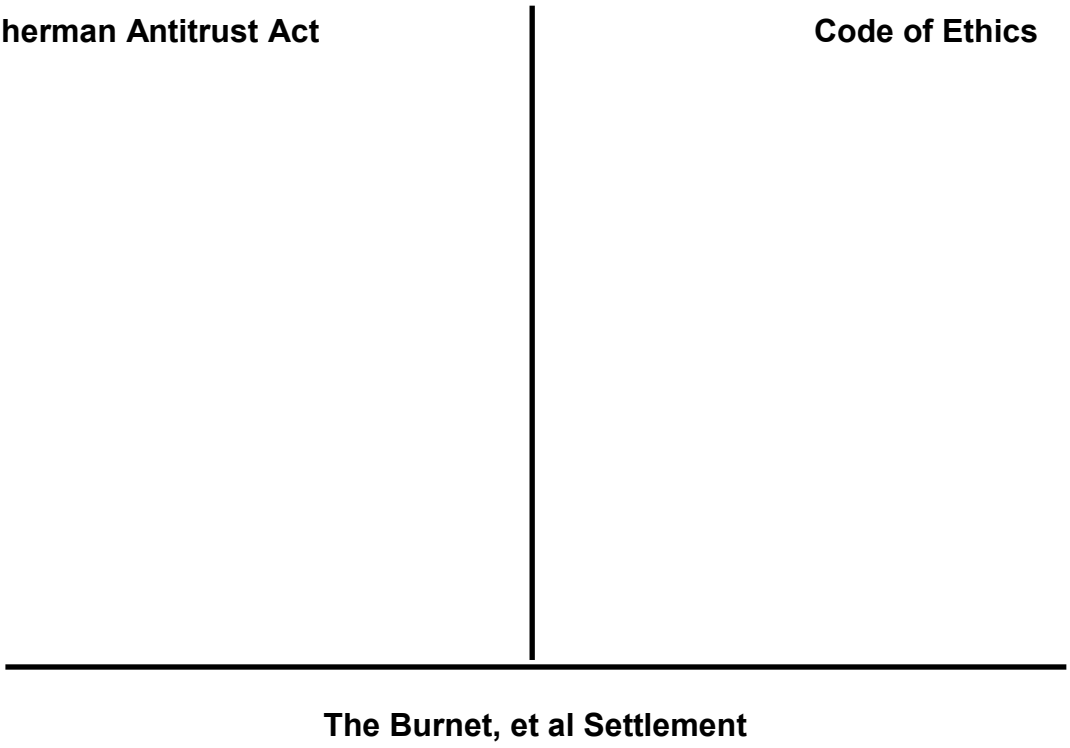
REALTOR®

- Article 6
  - No commission w/o client's knowledge AND consent
- Article 7
  - Commission from more than one party
  - With disclosure to all parties
  - With client's informed consent

THE Settlement

- Sitzer/Burnett
- NOTHING via MLS
  - Concessions may still be offered
- Buyer agency in writing
  - Before ONE showing OR substantive contact

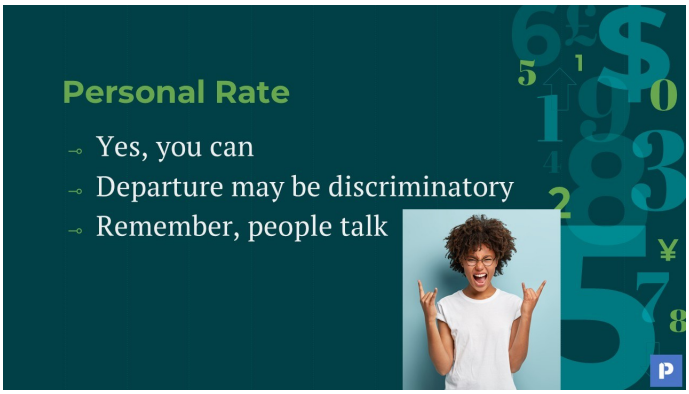
What Key Guidance are We Given?



©2025 Prepare Real Estate Academy









©2025 Prepare Real Estate Academy

Interpretation of Commission

What do I communicate through and with my commission rate?

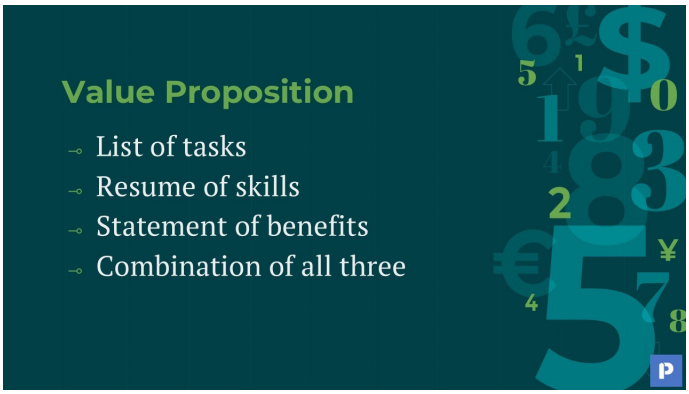
What do I WANT to communicate through and with my commission rate?

What can I change to better communicate what I want to?

©2025 Prepare Real Estate Academy









©2025 Prepare Real Estate Academy

Begin Your Value Proposition

	Buyers	***Sellers***
Tasks You Perform		
Skills You Have		
Benefits for Your Clients		

©2025 Prepare Real Estate Academy

Tiered-Rate Services

- For buyers or sellers
- Offers prospects options
- Justifies rate via explanation



Let's Try It

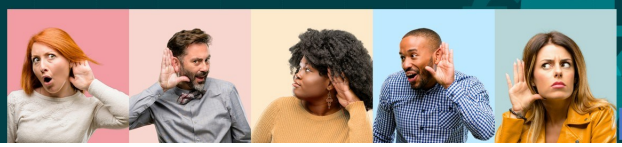
- ✓ Identify your value points
- ✓ Create your narrative
- ✓ Shorten it to 10 seconds of you



Conversational Skills

STOP Talking

- Silence is golden
- Silence is thinking time
- Silence is an invitation



Build Your Value Proposition

What are your unique key value points?

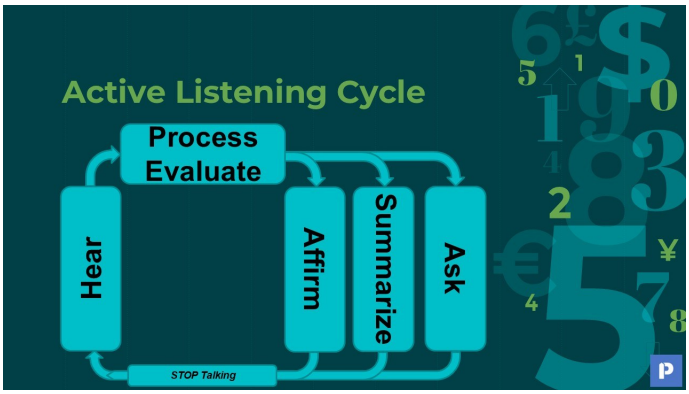
Write your narrative.

Shorten it to 10 seconds.

©2025 Prepare Real Estate Academy

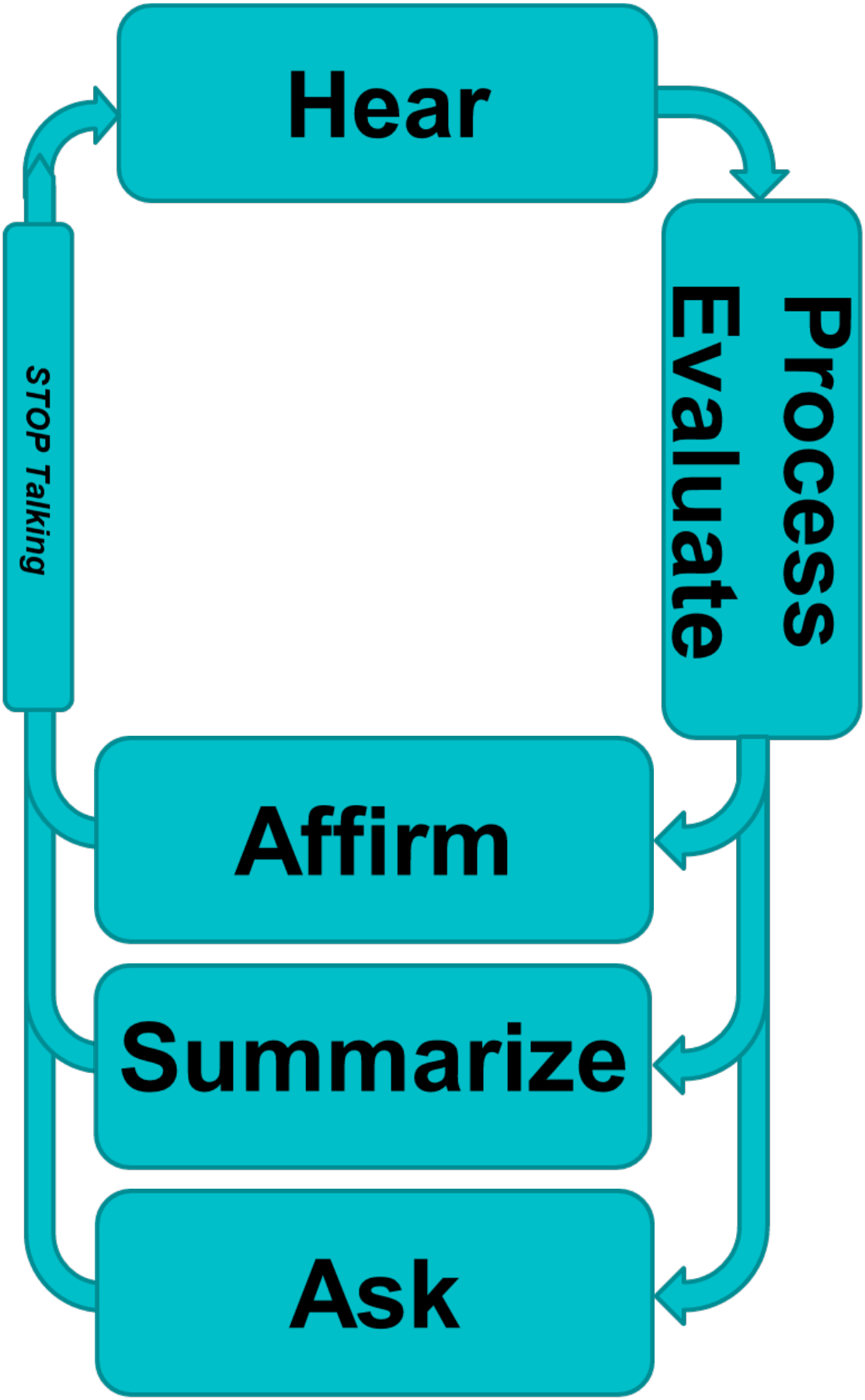








©2025 Prepare Real Estate Academy



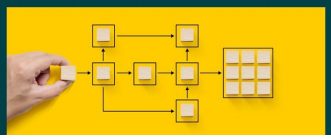
©2025 Prepare Real Estate Academy

Speaking Their Language

- Translators
- The right version of…
- Comprehension styles
  - Just the facts
  - The justification
  - The application

Structuring Conversations

- Have a plan
- Communicate the plan
- Anticipate their response



Guiding Conversations

- Set boundaries/priorities
- Model your expectations
- Understand their why
- Redirect sidetracks
- Know when to say “No”

Practice, Practice, Practice

- Practice with your peers
- Practice with lay people
- Practice with a camera



©2025 Prepare Real Estate Academy

Practice Plan

Who are your practice partners?

Peer: _____

Lay Person: _____

Date with the camera: _____

Conversation derailer:

Plan to address:

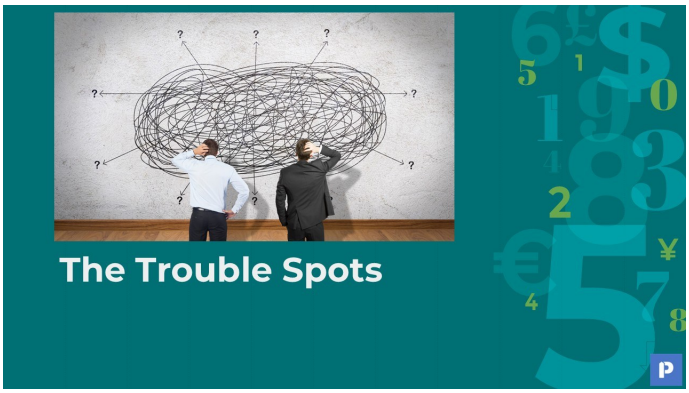
Conversation derailer:

Plan to address:

Conversation derailer:

Plan to address:

©2025 Prepare Real Estate Academy



Troublesome Language

- Normal
- Standard
- Usual
- Our rate
- Fair rate
- Market rate

Troublesome Places

- When competing
- When not prepared
- Dollar-focused prospect
- Testers

Troublesome Motivations

- Hungry to desperate
- Overly competitive
- Offering a “deal”
- Just don’t know

©2025 Prepare Real Estate Academy

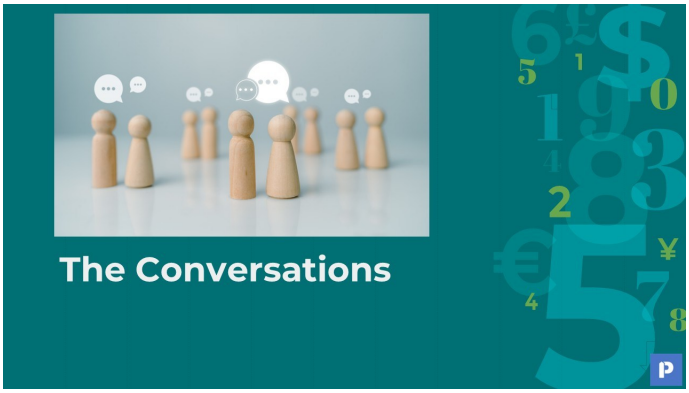
Trouble Spot Self Assessment

When have you flirted with or crossed the line?

What was the trigger for that event?

How can you avoid this in the future?

©2025 Prepare Real Estate Academy









©2025 Prepare Real Estate Academy

Priorities for Each Audience

For Buyers:

For Sellers:

For other agents:

Talking With Agents

- Pay – who/what
- Just ask – it's just business
- Negotiate – like any other aspect



Mindset Behind It All

- We are partners
- It is better communication
- We speak our value
- We may have better accountability
- These are all GOOD things

Who pays the buyer agent?

- The buyer?
- The seller?
- The listing agent?
- Or does the transaction pay the agents?

The Balance Check

Is the money too expensive to make?

©2025 Prepare Real Estate Academy

Planning a Response

Their argument:

What they may really mean:

1.

2.

3.

Responses to their concerns:

1.

2.

3.

Their argument:

What they may really mean:

1.

2.

3.

Responses to their concerns:

1.

2.

3.

©2025 Prepare Real Estate Academy

Let's Try It

- ✓ Find a partner
- ✓ Who is agent/prospect
- ✓ Sell your value
- ✓ Trade places



The Keys To Commissions

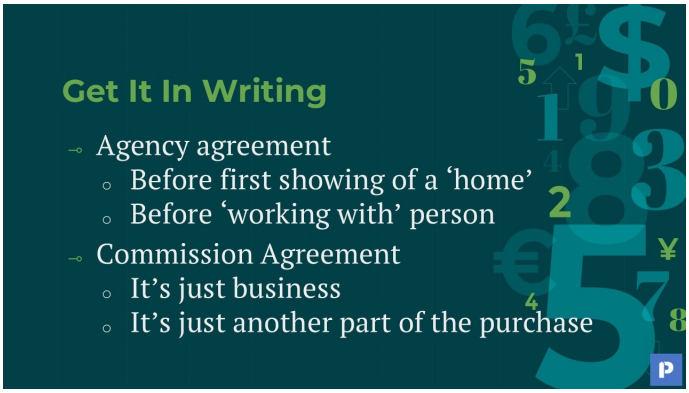
Communicate

- Listen first and foremost
- Talk purposefully

Know Your Value

- Value yourself
- Teach them











©2025 Prepare Real Estate Academy

Value Proposition for Buyers

Tasks you perform:

Skills your posses:

Benefits for your clients:

Write your presentation-length narrative:

Shorten it to your 10-second pitch:

Value Proposition for Sellers

Tasks you perform:

Skills your posses:

Benefits for your clients:

Write your presentation-length narrative:

Shorten it to your 10-second pitch:

Value Proposition for Other Realtors

Tasks you perform:

Skills your posses:

Benefits for your clients:

Write your presentation-length narrative:

Shorten it to your 10-second pitch:

Planning a Response

Their argument:

What they may really mean:

1.

2.

3.

Responses to their concerns:

1.

2.

3.

Their argument:

What they may really mean:

1.

2.

3.

Responses to their concerns:

1.

2.

3.

©2025 Prepare Real Estate Academy

Planning a Response

Their argument:

What they may really mean:

1.

2.

3.

Responses to their concerns:

1.

2.

3.

Their argument:

What they may really mean:

1.

2.

3.

Responses to their concerns:

1.

2.

3.

©2025 Prepare Real Estate Academy

Planning a Response

Their argument:

What they may really mean:

1.

2.

3.

Responses to their concerns:

1.

2.

3.

Their argument:

What they may really mean:

1.

2.

3.

Responses to their concerns:

1.

2.

3.

Planning a Response

Their argument:

What they may really mean:

1.

2.

3.

Responses to their concerns:

1.

2.

3.

Their argument:

What they may really mean:

1.

2.

3.

Responses to their concerns:

1.

2.

3.

©2025 Prepare Real Estate Academy