

Equity Real Estate Services, Inc.

Systems and Strategies

201 Wellborn Road

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TRANSACTION FEE SCRIPTS

Script for Agent:

1. When going over the net sheet, mention all fees without a lot of explanation. For example,

Agent: "As part of my customer service, the following is an estimate of the charges you will have regarding the sale of your property. This is the estimate of escrow fees, this is the price of a home warranty, the following is the commission at 6%, this is an estimate of repairs, \$500, and this is the Transaction Fee, and this is ...blah, blah, and this is blah, blah. Do not stop, do not hesitate and end with...With a sales price of _____you should net _____."

"Please sign here."

2. **Customer:** Wait...what is this transaction fee?

Agent: Sure, I can answer that. It is the company policy to charge a transaction fee to the seller to insure that the transaction closes. There are approximately 22 people now involved in the transaction. The office has to coordinate all of these people to make sure your transaction closes successful. I am sure you can see the value of that! Any other questions?

3. **Customer:** Do other agents charge this?

Agent: " Only the ones that successful close their sales... my office closes 98% of all transactions.... thanks for asking, just sign here and let me get to work on selling your home! "

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Script for Assistant:

1. **Customer:** I just spoke to escrow and what again is this transaction fee?

Assistant: "Great, I can answer that.... When (agent's name) went over the net sheet it was mentioned to you at the listing presentation."

"It is what the company charges to process and coordinate all sales documents."

2. **Customer:** "Well, can you eliminate this fee? "

Assistant: "No, it is our policy to make sure your transaction closes successfully. Any other questions?"

Other Scripts

What is the Transaction Fee for?

- The Transaction Coordinator assists you (the buyer or seller) to make certain that the high volume of paperwork is complete and thorough, so that you will close escrow on time. Isn't that what you want? Great!

It seems like a lot of money ...

- Actually it is one of the lowest cost items ... but the TAC is working for you Mon thru Fri ... staying on top of all of the paperwork. The transaction fee is exactly the same type of fee that your lender is charging you for Loan Processing. The only difference is that the transaction coordinator does much more work for you, usually for less money.

Isn't that your job?

- Great question! I'm glad that you asked it! My job is to sell your home at the highest possible net dollar to you, correct? Then, I manage every phase of the sale, to make sure that (1) The transaction closes according to your expectations, (2) To coordinate the 30 people involved in

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successfully closing your transaction and (3) Control the buyer's expectations, so that you net the most money possible.

- Do you want me to do all of those things for you? Great! You can clearly see that all of the things that I am doing for you are more important than merely doing the paperwork, right? Great!

Why should I pay for a transaction fee?

- Great question and I'm glad that you asked it. This is a fee will actually save you money in the long run. Can I explain? Since there is so much required paperwork involved in the average transaction, you already know that my time is better spent selling your home and negotiating the best deal that I can for YOU ... especially when you begin to realize that all buyers want to buy as low as possible.
- My track record clearly shows that I will net you far more money than other agents. Since that is exactly what you do want, go ahead that sign the contract.

What is the transaction fee for?

- Good question ... and just asking it means that you may not be familiar with today's standard real estate charges.
- So that you'll net the most money, I need to concentrate on selling your home. Which means the transaction fee goes to assembling all of the required paperwork for you ... so that my time is spent getting you top dollar. My track record shows that I'll net you more money at the closing table. Isn't that why you are going to hire me tonight?

I haven't heard of a 'transaction fee' before.

- That's okay and you just haven't sold a home in a while ... and therefore are not familiar with some of the current standard practices, right?
- The transaction fee is written into the contract and is a normal fee charge by agents today. And the good news for you is that this fee is in the mid-range for what is currently being charged.

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- Simply initial here so that you can net the most money when we do close escrow!

- **No one else charges it.**
- So the other agents that you've interviewed haven't brought up that particular fee to you yet? Interesting. The more you look, the more you'll notice that the only agents who do not charge a transaction fee are the newer agents ... who are perhaps less qualified to handle your sale.

- And when you hire me to sell this house ... your begin to realize that this fee won't actually cost you any money at all. In fact, you'll net more money because we do charge a transaction fee. Can I explain?
- My clients have found that my strong negotiating skills ... and my active marketing plan ... have consistently netted them thousands of dollars in additional money at closing. And since you want to get all of the money from the sale of your house, you can simply SIGN THE CONTRACT and we'll get started today. Won't that be great!?