

FIND THE REALTOR® WHO MATCHES YOUR NEEDS

Your real estate transaction isn't the same as anyone else's, and your REALTOR®'s services should match what you need. Lucky for you, REALTORS® offer many types of business models to guide you through your transaction. Here are three common examples.



TRADITIONAL BROKERAGE

With a traditional brokerage model, brokers and agents provide a full range of services in exchange for a commission. The commission is negotiable and covers the REALTOR®'s time and efforts on your behalf, whether it's marketing your home for sale, finding a great space for your business, or locating the perfect home for you and your family.



FLAT-FEE BROKERAGE

A flat-fee brokerage provides all the services of a traditional brokerage, such as advice on pricing, help with negotiation, and market analysis. But instead of charging a fee equal to a percentage of the sales price, the brokerage charges a negotiable flat fee for its help.



A LA CARTE BROKERAGE

With the a la carte model, clients choose what services they want the brokerage to provide—and only pay for those. For example, a seller may want a REALTOR® to include the home in the multiple listing service and to coordinate showings. However, the seller will handle contracts and negotiations on her own.



While these examples are popular business models, they are far from the only ones. No matter what type of model your REALTOR® uses, you will get a professional who follows a strict Code of Ethics to achieve your real estate goals.