

Commission Scheme Accelerators

What is it:

An accelerator / bonus commission scheme that you negotiate with the vendor and put into the agency agreement. Once you beat a certain number on the sale of the property, you are on an accelerated commission rate.

When to use this:

- At the time of listing when you are discussing fee (once the vendors have made the decision to go with you)
- Works best in high-energy selling seasons
- This is not going to work on every property, but if you can bring value to the property and deliver an exceptional result, back yourself.

What the dialogue looks like:

YOU: Mr & Mrs vendor, what's the number that's going to make you happy at the end of the day?

VENDOR: \$1.2m

YOU: Ok that's good. Our standard fee is 2%. Can I ask you this: if I get you an extra \$100k, would you be happy to give me \$10k?

VENDOR: Yes

YOU: Ok well I'm going to back myself here. If you're agreeing to give me \$10k if I get you another hundred, let's put in the scheme of 2% up to \$1.2m and then 10% thereafter. Are you comfortable with that?

Corresponding video on Real Estate Gym:

<https://realestategym.com.au/membership-dashboard/scripts-dialogues/>