

# Bay East Consumer Guide

## Listing Agreements

Understanding your agreement before you sell



### What Is a Listing Agreement?

A listing agreement is a contract between you and your real estate agent that outlines:

- The agreed-upon listing price
- The services your agent will provide
- How your home will be marketed
- The terms of representation
- Agent compensation (which is fully negotiable)



### Types of Listing Agreements

#### Exclusive Right-to-Sell

- One agent represents you throughout the sale.

#### Exclusive Agency

- One agent represents you, but you may sell the home yourself.

#### Limited-Service

- An agent provides select services only.

#### Non-Exclusive

- Multiple agents may market your property.



*"A clear agreement creates a confident partnership."*



### What's Included?

Your listing agreement may outline how your home will be marketed, including:

- ✓ MLS exposure
- ✓ Professional photography
- ✓ Open houses and showings
- ✓ Online marketing
- ✓ Pricing strategy



### Build a Selling Strategy

Together, you and your REALTOR® can discuss:

- Marketing approaches
- Seller concessions
- Listing options
- Compensation options
- Pricing strategy
- Timeline and selling goals

The agreement should reflect what works best for your situation.



### We're Here to Help

A Bay East REALTOR® can help you:

- ✓ Understand listing agreements
- ✓ Compare representation options
- ✓ Build a personalized selling strategy