# Bay East Consumer Guide

# Offers of Compensation

Learn how seller-authorized compensation can support your strategy.


## 💼 What Is an Offer of Compensation?

An offer of compensation is when a seller authorizes payment to a buyer's agent after a successful closing.

Potential benefits include:

- Attracting more prospective buyers
- Helping reduce buyers' upfront costs
- Supporting a smoother transaction

## 📋 What Sellers Should Know

Before offering compensation:

✔️ Your written approval is required.

✔️ Amount is determined by you and your agent.

✔️ You choose whether or not to advertise the offer.

✔️ Your strategy should reflect your selling goals.

## 📣 How Can Offers Be Shared?

If you choose to offer compensation, it may be communicated through:

- Flyers or brochures
- Brokerage websites
- Social media
- Email or phone conversations

Offers of compensation cannot be advertised on a Multiple Listing Service (MLS).

## 🏡 Compensation vs. Seller Concessions

Offer of Compensation: Payment authorized by the seller to a buyer's agent after a successful closing.

Seller Concessions: Financial assistance provided directly to the buyer, such as help with closing costs or agreed-upon repairs.

Depending on your goals and local market conditions, one—or both—may be appropriate.

## 🤝 We're Here to Help

A Bay East REALTOR® can help you:

✔️ Explain compensation and seller concessions

✔️ Develop marketing that fits your goals

✔️ Navigate current real estate practices