

Why Pay 6 Percent to Sell?

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Dear Homeowner,

My name is Greg Nichols, broker and owner of MFN Realty. Sellers of real estate in California have made good money in equities through home appreciation. Why give too much away if you don't have to? You have an alternative. My firm is offering listing services to sellers for **1% + \$349** administration fee. We are a full-service agency with references and many happy sellers over many years. We sell homes as quickly as any other agents who charge normal fees, and with more diligence and care than most agents.

Examples: Many agents still charge 6% and some agents charge as low as 5%. Those two fees cost the seller 3% on the listing end, or, 2.5% on the listing end. Half goes to the seller's agent and half goes to the buyer's agent. We always set the buyer's side at 2.5% when you list with us. That is sufficient to draw in many buyer's agents to show your home. Below shows you the savings on the listing side when you use our services at only 1% (+ \$349 listing fee.)

\$300,000 home x 3% = \$9,000, 2.5% = \$7,500, and **1% + 349 = \$3,349**. \$4,151 minimum savings.

\$400,000 home x 3% = \$12,000, 2.5% = \$10,000, and **1% + 349 = \$4,349**. \$5,651 minimum savings.

\$500,000 home x 3% = \$15,000, 2.5% = \$12,500, and **1% + 349 = \$5,349**. \$7,151 minimum savings.

\$600,000 home x 3% = \$18,000, 2.5% = \$15,000, and **1% + 349 = \$6,349**. \$8,651 minimum savings.

\$700,000 home x 3% = \$21,000, 2.5% = \$17,500, and **1% + 349 = \$7,349**. \$10,151 minimum savings.

\$800,000 home x 3% = \$24,000, 2.5% = \$20,000, and **1% + 349 = \$8,349**. \$11,651 minimum savings.

\$900,000 home x 3% = \$27,000, 2.5% = \$22,500, and **1% + 349 = \$9,349**. \$13,151 minimum savings.

\$1,000,000 home x 3% = \$30,000, 2.5% = \$25,000, and **1% + 349 = \$10,349**. \$14,651 minimum savings.

We also have several ways besides commissions to help you save money. Much of it has to do with negotiations which we are highly skilled at. We understand that the price of services offered is not everything when selling, but if you call us and I come out and speak with you and show you what we offer, I believe you will see that you are getting the best of both worlds, savings and quality.

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