

How Does List-It Yourself with NuWay Work?

NEW OPTIONS TO SELL YOUR HOME AND SAVE THOUSANDS IN 2018!

Two List-It Yourself Plans

1) List-It Yourself with NuWay is a Seller-Managed Plan

- Kind of like a FSBO on steroids, using the clout of the local MLS and other marketing tools, with the freedom to either sell your home yourself or enlist other agents/brokerages (including NuWay) to sell it for you. Either way, you save thousands over the traditional brokerage listing plans.
- You can also purchase NuWay's **Unbundled Services** to help you make the sale. Purchase them only when want them, but especially when you need them.

2) List-It Yourself PLUS is a Broker-Managed Plan.

- NuWay handles all aspects of the sale from listing through closing, much like the traditional brokerage, but still with great savings on the listing side.
You can either start with or upgrade to the **PLUS** plan at any time.
- The seller(s) choose how they want to manage the sale of their home; either seller-managed, broker-managed or a little of both.

A New Business Model

With **List-It Yourself with NuWay**, the transaction is divided into a listing side and a selling side, with fees that you control associated with each.

- ▶ NuWay, unlike all the others, offers reduced fee price incentives on the listing side and the listings, as required by the MLS, are **selling broker protected**, which means that agents/brokerages will be compensated as specified on the MLS for procuring a ready, willing, and able buyer.
- ▶ In the traditional listing agreement, you are contracting with the listing brokerage who either earns the entire fee (**usually 6%**) or shares the fee with the selling brokerage, with 3% typically going to each side. And both sides are more than happy to do just that. We think the listing side is overpaid when this happens.
- ▶ With List-It Yourself with NuWay, you pay the fees to the listing agent/brokerage and the selling agent/brokerage separately at closing.

List-It Yourself Fees (Seller-Managed)

Listing Side Fees

- ▶ \$699 - Due to activate the plan and non-refundable.
- ▶ You are purchasing services to list, market, and sell your home and can purchase additional "Unbundled Services" as you need them.

Selling Side Fees

- ▶ Typically 2.5 to 3% of the selling price of the home; could also be a flat fee.
- ▶ (Example- On a home that sells for \$300,000, the fee to the selling brokerage would be either \$7500 at 2.5% or \$9000 at 3%). The selling side fee could also be flat fee, like \$6000, for example. You choose how much you will compensate the agent/brokerage who brings you the buyer; a percentage of the selling price or a flat fee.
- ▶ But, if you find the buyer with no agent or brokerage involved, you pay no selling side fee.

With List-It Yourself with NuWay, you are using the same tools which other agents/brokerages use themselves, but charge you a premium for them. NuWay let's you keep some of your hard earned equity. Advantage NuWay!

List-It Yourself **PLUS** Fees (Broker-Managed)

Listing Side Fees:

- \$699 – Due to activate the plan and non-refundable, PLUS a flat fee of \$2500 which is due at closing; a total of \$3199 on the listing side.
- You are purchasing services to list, market, and sell your home, PLUS, NuWay handles all aspects of the transaction through closing.
- The PLUS plan can be purchased at the start or upgraded to anytime along the way.

Selling Side Fees:

- Typically 2.5 to 3% of the selling price of the home; could also be a flat fee.
- All fees are seller's choice.

The List-It Yourself Plan Includes:

- ▶ A listing on the **Central Mississippi MLS**, which is then syndicated to 47 third party internet real estate websites through **ListHub**; Zillow, Trulia, Realtor.com, BuyinMS.com, and more, plus on the IDX feeds of many local agent and brokerage websites, increasing the exposure of your home to many more buyers. The listing is also promoted on all NuWay marketing sites and to NuWay contacts. And NuWay manages your listing on the Central Mississippi MLS.
- ▶ The **List-It Yourself** plan stays in effect, renewed in 12 month increments as specified on the listing agreement, until the home is sold, taken off the market, or canceled by either party for any reason.
- ▶ Up to **25 photos** of your home to be included on these sites.
- ▶ A **single property website** with the address of the home as a unique URL; such as www.115warriorlaneclinton.info

The List-It Yourself Plan Includes:

- ▶ A professional, digitally interactive, **List-It Yourself with NuWay yard sign**. Anyone can access up-to-date information about the home, including photos and price by texting **NuWayHomes to 95577**.
- ▶ A **Supra iBox BT Lockbox** which uses Bluetooth technology, where only licensed agents have digital access through their mobile device for the keys to your home for previews and showings.
- ▶ Showing automation where NuWay takes all the texts and calls from buyers or agents and schedules the showings of your home. We also use **Showingtime for the MLS** which enables us to automatically schedule showing requests from agents/brokers through the MLS. NuWay also presents all offers to the seller(s).
- ▶ Paperless transactions with electronic signatures using **Dotloop** and **DigiSigner**.

ATTENTION! If You Bring the Buyer

- ▶ If you find the buyer without an agent/brokerage involved, **you pay no selling commission.**

Let's repeat that, because it's something you will only hear from NuWay:

If you find the buyer without an agent/brokerage involved, you pay no selling commission. Advantage Nuway!

- ▶ On a \$300,000 sale, you **save \$7500 (at 2.5%) or \$9000 (at 3%)** or whatever the selling commission is designated to be.
- ▶ When you sign an **Exclusive Right to Sell Listing Agreement**, you are contracted to pay the listing brokerage the selling commission even if you find the buyer. NuWay uses an **Exclusive Agency Listing Agreement**. Advantage NuWay!

If a Brokerage Brings the Buyer

Other brokerages, *including NuWay*, work to bring you a ready, willing, and able buyer and earn the selling commission for doing so.

- ▶ Over 1800 local agents/brokers have access to your listing right from the MLS and they will work hard to find you a buyer and earn the generous selling commission.
- ▶ This is NuWay's number one job in the List-It Yourself plans; to find a ready, willing, and able buyer for your home.

Additional Listing Services

- ▶ If you purchase the LIY Seller-Managed plan for \$699, you can also purchase any of our **Unbundled Services** as needed to assist you.
- ▶ Or you can upgrade to the **PLUS** plan and NuWay will handle all aspects of the transaction for you from that point, through closing. The PLUS upgrade costs a flat fee of just \$2500 due at closing (for a total of \$3199 on the listing side). You still save thousands on the listing side of the transaction.

NuWay Unbundled Services

- ▶ Pre-listing consultation *
- ▶ Comparative Market Analysis
- ▶ Pre-listing appraisal
- ▶ Pre-listing home inspection
- ▶ Professional HD photos
- ▶ Matterport 3D Showcase
- ▶ Home staging or virtual staging
- ▶ Open houses
- ▶ Private showings *
- ▶ Contract review & consultation
- ▶ Contract negotiations
- ▶ Managing the transaction from contract through closing
- ▶ Additional paid advertising
- ▶ Upgrade to the **PLUS** Plan

* Some of the unbundled services are FREE and some are already included with the PLUS plan or upgrade.

Call NuWay for current “unbundled” prices.

Finally, New Options for Home Sellers!

- ▶ **Technology, especially the internet and mobile devices**, has made it easier to bring buyers and sellers together and has also made the real estate agent/broker's job much easier than it once was. Remember the MLS Book, land-line phones, chasing people down to sign documents, snail mail, fax machines, taxi service, just to name a few?
- ▶ It's time for **new options** for sellers, new options in what has traditionally been a one-option industry.
- ▶ And NuWay has these new options, **NuWay options**, *designed especially for you*. You no longer have to be concerned about inflated, commission based rip-offs.

How Much Can You Save with List-It Yourself

Here are three ways you can save, using an example of a home selling for \$300,000

Example #1- You sold your home yourself **without an agent/brokerage involved**, with no selling commission owed. **Advantage NuWay!**

Selling Price	"Them" Listing at 6% (paid at closing)	List-It Yourself (paid to activate plan)	Selling Broker's Co-op (2.5%)*	Your Savings with NuWay
\$300,000	\$18,000	\$699	\$0	\$17,301

In the Exclusive Right to Sell Listing Agreement used by most brokerages, you would still owe the listing agent \$18,000 even if you found the buyer yourself. ????

Your total fee paid is just 0.23% of the selling price, a savings of over 96% over the 6 percenters! What could you do with an extra \$17,301?

How Much Can You Save with List-It Yourself

Example #2- An agent/brokerage found the buyer and you paid 2.5%* of the selling price to them for doing so. (Selling Broker's Co-op is for example purposes only. This could be any percentage or even a flat fee).

Selling Price	"Them" Listing at 6% (paid at closing)	List-It Yourself (paid to activate plan)	Selling Broker's Co-op (2.5%)* (paid at closing)	Your Savings with NuWay
\$300,000	\$18,000	\$699	\$7500	\$9801

Your total fee paid is just 2.7% of the selling price, a savings of over 54% over the 6 percenters! That's \$9801 of your hard earned equity That you get to keep.

How Much Can You Save with List-It Yourself

Example #3- You started with or upgraded to the **PLUS** plan, and NuWay found the buyer and agrees to waive the \$2500 PLUS fee and receives a 3% selling commission, which saves you an additional \$1000.

Selling Price	"Them" Listing at 6% (paid at closing)	List-It Yourself (paid to activate plan)	Selling Broker's Fee to NuWay (3%)* (paid at closing)	Your Savings with NuWay
\$300,000	\$18,000	\$699	\$9000	\$8301

Your total fee paid is just 3.23% of the selling price, a savings of more than 46% over the 6 percenters! That's \$8301 that your "unreal" estate agent would be spending.

How to Get Started with NuWay

1. Fill out and submit our “**Get Moving with NuWay: List-It Yourself**” webform.
 - ▶ Choose your plan, contact info, listing details.
2. Complete and submit the **Property Condition Disclosure Statement** (PDCS).
 3. Submit **pictures** of the interior and exterior of your house.
 4. Review paperless documents and sign electronically on **Dotloop**.
 - ▶ Working with a Real Estate Agent. Listing Agreement with/List-It Yourself Addendum.
 5. Review **Unbundled Services** and **PLUS upgrade**.

Get Moving with NuWay!

- ▶ It's time for new options for sellers!
- ▶ It's time to get your home seen, sold, and save thousands!
- ▶ It's time to take the NuWay advantage!
- ▶ It doesn't have to cost so much to sell your home!
 - ▶ Just **say no to the 6 percenters** and get moving with NuWay! **After all, it's your money!**



Rick Clarke, Broker-Owner (MS License B-21799)

Text or call **601-941-1857** and schedule a
“No-Obligation Consultation” with Rick.

