

How Does List-It Yourself with NuWay Work?

NEW OPTIONS TO SELL YOUR HOME AND SAVE THOUSANDS!

Two List-It Yourself Plans

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 sell your home yourself and save.

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 with great savings.

The seller(s) choose how they want to manage the sale of their home.

*** With each reduced fee listing plan, the sellers agree to use NuWay as the selling (buyer) brokerage for their new home and/or refer a potential buyer.**

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.

- ▶ FYI- In the traditional listing agreement, you're contracting with the listing brokerage who either earns the entire fee (**usually 6%**) or shares the fee with the selling brokerage, with 3% going to each side. And both sides are more than happy to do just that.
- ▶ List-It Yourself with NuWay plans 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.

List-It Yourself (Seller-Managed Plan)

Listing Side Fees

- ▶ **\$699** - Due to activate the plan and non-refundable.
- ▶ FYI- You are purchasing services to list, market, and sell your home.

Selling Side Fees

- ▶ Typically **2.5 to 3%** of the selling price of the home.

(Example- On a home that sells for \$300,000, the fee to the selling brokerage would be either **\$7500 to \$9000**).

- ▶ FYI- The selling side fee could also be a flat fee.
- ▶ All fees are the seller's choice.

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

Listing Side Fees

- ▶ **\$699** - Due to activate the plan and non-refundable, **PLUS** 1% of the selling price (with a minimum of **\$2500**) administrative fee which is due at closing.
- ▶ FYI- You are purchasing services to list, market, and sell your home, PLUS NuWay handles all aspects of the transaction through closing for a reduced fee.
- ▶ The PLUS plan can be purchased at the very beginning or upgraded to anytime along the way.

Selling Side Fees

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

- ▶ With the **seller-managed plan**, you are using the same tools which other agents/brokerages use themselves, but charge you a premium for using them. NuWay let's you keep some of your hard earned equity.

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 agents and brokerages 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. Your listing is managed on the MLS by NuWay.
- ▶ 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.

- ▶ 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 to 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.

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!

- ▶ FYI- On a \$300,000 sale, you **save \$7500 (at 2.5%) or \$9000 (at 3%)** or whatever the selling commission is designated to be.
- ▶ FYI- 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 buyer for your home. You list it, we'll sell it.

Additional Listing Services

- ▶ You can upgrade to the **PLUS** plan and NuWay will handle all aspects of the transaction for you through closing.
- ▶ You can purchase any of our **Unbundled Services** as desired; only when you want to, but especially when you need to.

NuWay Unbundled Services

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

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

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, 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.*

How Much Can You Save with List-It Yourself?

Here are five ways you can save using an example of homes selling for \$300,000.

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

Selling Price- \$300,000

“Them” Listing at 6%- \$18,000 (Just Say “No”)

List-It Yourself (Seller-Managed Plan) (paid to activate the plan)- \$699

Selling Broker’s Co-op (2.5%)- \$0

Your Savings with Nuway- **\$17,301 (0.23% of selling price; savings of over 96%).**

Advantage NuWay!

How Much Can You Save with List-It Yourself?

Example #2- An agent/brokerage found the buyer and you paid 2.5% to them for doing so.

Selling Price- \$300,000

“Them” Listing at 6%- \$18,000 (Just Say “No”)

List-It Yourself (Seller-Managed Plan) (paid to activate the plan)- \$699

Selling Broker’s Co-op (2.5%)- \$7500

Your Savings with Nuway- **\$9801 (2.7% of selling price; savings of over 54%).**

Advantage NuWay!

How Much Can You Save with List-It Yourself?

Example #3- You upgraded to List-It Yourself PLUS where we step in and handle all aspects of the selling process on the listing side through closing for just the \$699 fee you already paid, PLUS 1% of the selling price with a minimum of \$2500.

Selling Price- \$300,000

“Them” Listing at 6%- \$18,000 (Just Say “No”)

List-It Yourself PLUS (Broker-Managed Plan) (paid to activate the plan)- \$699 and an administrative fee of \$3000 (1%) to be paid at closing; \$3699 total.

Selling Broker’s Co-op (2.5%)- \$7500

Your Savings with Nuway- **\$6102 (3.7% of selling price; savings of over 33.9%).**

Advantage NuWay!

How Much Can You Save with List-It Yourself?

Example #4- You upgraded to the PLUS plan, but you found the buyer without a selling agent/brokerage involved.

Selling Price- \$300,000

“Them” Listing at 6%- \$18,000 (Just Say “No”)

List-It Yourself PLUS (Broker-Managed Plan) (paid to activate the plan)- \$699
PLUS an administrative fee of 1% of the selling price (\$3000) paid at closing;
\$3699 total.

Selling Broker’s Co-op (2.5%)- \$0

Your Savings with Nuway- \$14,301 (1.12% of selling price; savings of over 79%).

Advantage NuWay!

How Much Can You Save with List-It Yourself?

Example #5- You upgraded to the **PLUS** plan, but NuWay found the buyer and waives the \$2500 listing side administrative fee and receives a 3% selling commission, which saves you an additional \$1000.

Selling Price- \$300,000

“Them” Listing at 6%- \$18,000 (Just Say “No”)

List-It Yourself PLUS (Broker-Managed Plan) (paid to activate the plan)- \$699 and the 1% administrative fee (\$3000) is waived. \$699 total.

Selling Broker’s Co-op (3%)- \$9000

Your Savings with Nuway- **\$8301 (3.23% of selling price; savings of over 46%).**

Advantage NuWay!

How to Get Started with NuWay

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

Advantage 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 you so much to sell your home.
- ▶ Just **say no to the 6 percenters** and call NuWay today!

After all, it's your money!

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

www.nuwaylistityyourself.com

www.NuWay.ms

