

### Will co-op Agents show our listings?

I was in competition with 4 other agents (2 from large national companies and 2 large local brokers) for a high priced listing 3 months ago in an up scale area in Cincinnati. I was the last agent in (I always try to be the last so I can answer questions and sign the listing). The seller told all of us that they were going to down size in the same area in the \$200-300k price range.

They wanted to list the home with me but were concerned that other agents would not show our listings. Two of the agents asked them who they were interviewing and after they told them WebMLS they said no one in their office would show a WebMLS listing. They were afraid they would have to pay a high commission to sell their home.

I assured them it was not true and that I did not know of an agent who would refuse to show any listing if the buyer asked to see the home. I also told them that if the co-op commission was too low they would show the property and then point out the negatives instead of the positives to stop any interest and sell a home with a higher co-op. I added that it was important to pick a reasonable commission. They were still not convinced.

I suggested that they have a friend or relative call the 2 agents or their offices and tell them they were referred to them to buy a home and give them 3 listings in the same area and price range they wanted to see, one of them being a WebMLS listing and see how they responded. I added that it would be best if they called the 2 agents and asked to see the 3 properties before they finalized their decision to buy/sell. I printed the MLS sheets from MLS on their home computer and told them to be sure to tell the agents the address, MLS # and the listing company name, one of them being a WebMLS listing.

They called both agents the next day as I suggested and both agents said they would be happy to show them the 3 properties the following day. As soon as the agents said they would show them the properties the seller reminded them what they had said the day before and told them they would never buy or list a property with them. They listed the property with me for \$470,000 with \$500 list fee and 3.5% with a 2.5% co-op.

PS: The property just sold and closed and the selling broker was one of the companies that said they would not show WebMLS listings. The seller paid for a Caribbean Cruise with the commission we saved them and tells everyone about WebMLS.