

Will Agents from other companies show our listings?

I was in competition several months ago with 4 other agents (2 from large national companies and 2 large local brokers) for a high priced listing in an upscale area in Cincinnati. I was the last agent in (I always try to be the last so I can answer questions). The seller told all of 5 of us that they were going to downsize 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 asked the other 2 agents if they would show our listings and they suggested that many agents would not show our listings because we charge less commission. They started to believe they would have to pay more commission than we charge to get the other agents to show and sell their home.

I assured them it was not true and that I did not know an agent who would refuse to show a listing if the buyer asked to see the property. I also told them that if the co-op commission (the amount offered to all agents in MLS for your home) was too low they would show the property and then point out the negatives instead of the positives to try to sell them another home with the larger "normal" co-op commission. They were still not convinced.

I suggested that they call all 4 agents and tell them they are thinking about listing with them but want to look at homes first to make sure there was a home they could downsize to in their price range. I gave them 3 listings in the same area and price range that they asked each agent to show them, one of them being a WebMLS listing. I told them to be sure to tell the

agents the address, MLS # and the listing company name for each listing.

They called all 4 agents the next day as I suggested and all 4 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 that yesterday they said they would not show a WebMLS listing but today they said they would. The seller told the agents they had lied to them and they would never buy or list a property with them.

They listed the property with me for close to \$500,000 with a \$500 list fee and 3.5% with a 2.5% co-op.

PS: The property sold and closed and the selling agent was from 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 now tells everyone to call WebMLS.