REALTOR GUIDE

Realtor Guide to Selling New Construction

A clean field guide for helping buyers compare new construction without losing control of the relationship.

How builder co-broke works

Builder co-broke can pay cooperating broker commission when clients are registered correctly and current builder policies are followed.

Protect buyer registration

Confirm registration timing before model visits. Keep notes simple, documented, and easy to reference.

Use incentives clearly

Incentives can help buyers compare payment, cash to close, and timing, but never quote them as guaranteed without verification.

Quick move-ins

Inventory homes can be positioned around timing, payment, location, and lower-friction buyer decisions.

Quick workflow

1. Text before touring.
2. Register buyers correctly and register clients correctly.
3. Verify current co-broke and incentives.
4. Send specific spec links.
5. Follow up with simple choices.

Commission terms, incentives, available homes, and registration rules must be confirmed for the specific community and buyer scenario.