

West Valley Home Match

Realtor Guide to Selling New Construction

New construction is easier and more profitable than many agents realize.

How builder co-broke works

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

How commissions are paid

Commission terms vary by builder/community and must be confirmed. The key is registration before or at the first visit when required.

Why incentives help close deals

Incentives can help buyers qualify, reduce cash to close, or lower monthly payment.

Quick move-ins

Inventory already exists, timelines are clearer, and buyers can often compare real homes instead of theory.

Step-by-step process

1

2

register clients correctly

Keep the buyer guided, registered, and clear on next steps.

Tour communities

Keep the buyer guided, registered, and clear on next steps.

3

Compare incentives

Keep the buyer guided, registered, and clear on next steps.

4

Pick inventory

Keep the buyer guided, registered, and clear on next steps.

5

Contract

Keep the buyer guided, registered, and clear on next steps.

6

Loan process

Keep the buyer guided, registered, and clear on next steps.

7

Builder updates

Keep the buyer guided, registered, and clear on next steps.

8

Closing

Keep the buyer guided, registered, and clear on next steps.

Agent tips and misconceptions

- New construction is not automatically harder.
- Builder handles much of the process.
- Less inspection negotiation can reduce friction.
- First-time buyers often love the clarity and education.

Professional education only. Builder policies, commissions, incentives, and registration

rules vary and must be verified before relying on them.