

## **How Local Broker Marketplaces Advance Small Business**

*:60 Audio Spot*

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**The National Association of REALTORS® is a champion of entrepreneurship and small business. Of the 1.5 million REALTORS® across the country, more than 1.3 million are small businesses. And 65 percent of REALTORS® are women.**

**Home buyers and sellers get to work with those small businesses – or any size brokerage – because of independent, local broker marketplaces.**

**That's where seller agents put information about homes for sale into one or more of these local market data hubs. Then buyer agents get access to that comprehensive, reliable home sale information. And it gives their clients access, too.**

**Thanks to local broker marketplaces enabling this exchange of information, brokerages of all sizes and kinds get to compete on a level playing field. That includes different service and fee business models ranging from varied commissions to flat fees.**

**To learn more about how local broker marketplaces create equal opportunity for real estate brokerages of all sizes and kinds, check out [competition-dot-REALTOR®](https://competition-dot-REALTOR.com).**

*\*This script has been approved by NAR legal counsel.*

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