

**THAT'S
WHO
WE**



How Local Broker Marketplaces Advance Competition Among Brokers

:60 Audio Spot

Local broker marketplaces create highly competitive markets that are friendly to small businesses and new market entrants.

These independent broker marketplaces focus exclusively on residential real estate in local real estate markets. Access to inventory and free advertising, as well as the practice of the listing brokers paying the buyer brokers' compensation incentivizes participation in these local broker marketplaces.

In turn these marketplaces become the largest, most accessible and most accurate source of housing information available to consumers. Having all the local real estate market information in one place levels the playing field among brokerages, allowing small brokerages to compete with large ones. That, in turn, provides for unprecedented competition among brokers, including different services and pricing models.

To learn more about how local broker marketplaces work, check out [competition-dot-REALTOR®](https://www.competition-dot-REALTOR.com).

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

Scripts may be used as is and may not be altered under any circumstance