

Real Estate w/ Cindy

~A Monthly Newsletter



What You Need to Know About Commission Changes

The real estate industry has been in the news quite a bit lately, and I wanted to address the changes to alleviate fear and misunderstandings from misleading information. The class action lawsuits against the National Association of Realtors (NAR) and several larger real estate companies have brought about rule changes as part of the settlement between NAR and the plaintiffs. It's my effort to keep this short, use terms everyone knows, and still give the full story. Forgive me if I miss on any of these three intentions.

Who Pays Buyer's Broker? For many years, the seller and the listing agent would decide together what compensation to offer the buyer's brokerage. It would be listed in the Multiple Listing Service (MLS), and the buyer would know if there would be enough to cover their own agent without adding to their other closing costs. The new rules state that no buyer side compensation can be advertised in the MLS.

Who Pays Now? Agents who work for buyers are negotiating their fee directly with their own clients. We may ask for the seller to contribute. If the seller isn't willing to pay any or all of the buyer's brokerage commission, the buyer will pay it on their side of the closing statement. Again, that has always been the case.

Buying Power. Today, about 40% of the buyers in the market couldn't afford to bring in the extra cash to pay their agent from their side of the closing statement. For every dollar that a buyer must pay out of pocket, it reduces their buying power by about twice that amount. For a 30-year conventional loan, 6.5% interest rate with at least 20% downpayment - every \$7,500 that the buyer has to pay out of their own pocket at closing, reduces their buying power by about \$14,625. That goes up if they don't have 20% to put down.

In this newsletter you can expect:

What You Need to Know About Commission Changes

Tips for Restoring Your Home to Normalcy After the Kids Go Back to School

How Do I Know If My Dog Is Happy? 12 Signs of a Happy Dog

15 Things To Do In St. Louis In September

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Buyer Agency. In Missouri we now have a rule that requires a buyer representation agreement before showing a house. Many brokerages have required that for some time. Now it's a rule.

Transparency. The local standard form contracts have always had checkboxes to show if the seller, the buyer, or both were contributing to the compensation of the buyer's broker. The updated forms require more specificity of how much is being contributed by the seller. Prior to this the buyer didn't necessarily know how much their broker was being paid. I like this change.


Media Misinformation. Media gives the impression that commissions will go down. Why would that be? I've been representing buyers and sellers for 20 years. I was managing broker of a 400+ agent office. I've worked on teams and I've run teams. I bring value to my clients. My experience helps me see around corners, and protect buyers and sellers. I love helping people. This is how I feed my family. Think about it. Since before the rule change, we have the same amount of real estate agents in each transaction, doing the same amount of work, and giving the same amount of guidance and expertise. In the new scenario, who should give up their paycheck? I've also heard 'news' stories state that this will bring real estate prices down. Also I've heard politicians accuse agents as responsible for the housing crisis because we are fixing the prices. If you spend just a few seconds thinking about how Supply and Demand works, you'll realize that's not true.

Consumer Protection. The number one priority of National Association of Realtors is to protect consumers. Transparency in the buyer broker's commission is a great step in that direction. One thing I like about the new rules is that each agent negotiates with their client directly, even buyers' agents. We know our value and it isn't based on how much a seller is willing to pay. What I negotiate as payment with my buyer is the exact amount I will get paid, whether the commission being offered by the seller is higher, lower or the same as I charge. I won't be accepting "extra" and don't run the risk of being "shorted."

In summary (finally), some great new practices are coming out of the rule changes. Professionals will still be professional, and we will still be paid. We will still have peaks and valleys in the market. We will still have agents and brokers to help consumers navigate the transaction.

Thanks for listening!

*Did you know that this quote
resides on the wall of the
September 11th museum in New
York City? It's the perfect way to
honor and remember those lost. The
impact of those lost endures
through time. Remembering and
honoring them keeps their memory
alive. #remembrance #neverforget
#september11*



No day shall erase
you from the
memory of time.

-Virgil



Tips for Restoring Your Home to Normalcy After the Kids Go Back to School

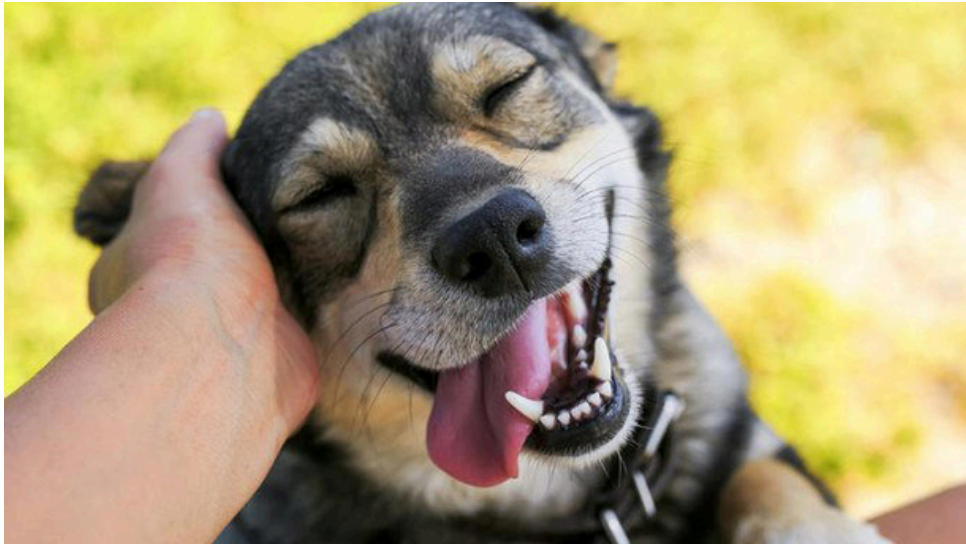
SMART Settlements

Every Fall, you can count on changing leaves, cooling temperatures, and busy schedules. After summer, sometimes all you want to do is reset. Cleaning and organizing your house is not about getting a magazine-perfect look; it's about improving your mental health and well-being by creating a space that brings your entire family a sense of calm, reduces stress, improves focus, and allows you to waste less time searching for things.

Don't be overwhelmed by the task at hand. Here's how you can get started and keep the house clean throughout the year.

- **Create Routines**
- **Make a Plan**
- **Prioritize the Entryway and Mudroom**
- **Small Areas that Make a Big Difference**
- **Get the Family Involved**
- **Maintain Your Calm Home**

[Dying to know more?](#)
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How Do I Know If My Dog Is Happy? 12 Signs of a Happy Dog

By JoAnna Pendergrass, DVM

Of course, we want our pups to be happy from head to tail, but what does happiness look like in dogs? Dog behavior is complex, so it can be hard to tell how our pups feel, whether happy, unhappy or somewhere in between. According to a report published in *Frontiers in Psychology*, research on positive dog emotions like happiness is somewhat sparse. So you might wonder, How do I know if my dog is happy?

"Happy dogs look happy," says Marc Bekoff, PhD, an expert animal behaviorist and professor emeritus of ecology and evolutionary biology at the University of Colorado. And while that may be true, remember: You know your dog better than anyone. "Any interpretations of dog behavior depend on each dog's personality," he says. "There often aren't cut-and-dry answers, so knowing your dog's personality will help you know their feelings."

When I was growing up, for instance, our dog would get the zoomies when he was happy—85 pounds of a Labrador-greyhound-Doberman mix zipping around the Ping-Pong table. But while full-fledged elation may be obvious, other signs of happiness are a bit trickier to spot. Thanks to Bekoff's knowledge of canine emotions (and my many years of veterinary experience), we're demystifying dog happiness. Ahead, we've covered 12 of the most common signs of happiness in dogs.

[Click here for
THE REST OF THE STORY!](#)

5th Annual
**2000
STEPS**
To Make a Difference Walk

Child Care Aware of Missouri's Walk Fundraiser

Child Care Aware of Missouri (CCAMO) will host its fifth annual "2000 Steps To Make A Difference" walk on Saturday, September 21, with registration starting at 9 a.m. and the walk beginning at 9:30 a.m. Proceeds from the fundraiser will support CCAMO's statewide programs aimed at enhancing early care and education of children during their crucial first 2,000 days of life.

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MORE INFORMATION](#)



15 Things to Do in St. Louis in September

We still have a few dog days ahead of us. Make the most of them with these 15 things to do in St. Louis this September.

We still have a few dog days ahead of us. Make the most of them with our roundup of 15 things to do in St. Louis this September.

Depending on your mood, you can feast on barbecue in Gateway Arch National Park, experience Korean culture in Tower Grove Park, travel back to the Renaissance in period attire and more.

Check out the **[events calendar](#)** at ExploreStLouis.com for other activities to soak up the last days of summer.

1. [Saint Louis Art Fair](#) | September 6-8
2. [Art Outside](#) | September 6-8
3. [Brendan Fernandes: In Two](#) | September 7
4. [Q in the Lou](#) | September 7-8
5. [Million Dollar Drag Race](#) | September 10-14
6. [Balloon Glowdeo](#) | September 13-14
7. [The Taste of Black St. Louis](#) | September 13-15
8. [Chuseok Korean Harvest Festival](#) | September 14
9. [Music at the Intersection](#) | September 14-15
10. [St. Louis Symphony Orchestra Forest Park Concert](#) | September 19
11. [The Great Forest Park Balloon Glow and Race](#) | September 20-21
12. [Old Webster Jazz & Blues Festival](#) | September 21
13. [Back to the Future: The Musical](#) | September 24-October 6
14. [Evolution Festival](#) | September 28-29
15. [Tower Grove Pride](#) | September 28-29

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Evolution Festival



The Great Forest Park Balloon Glow & Race



Art Outside



Balloon Glowdeo



Ask the Expert

Another common question posed to real estate agents is ... **Should I buy a new home before selling my old one?** 🏡✨

As your dedicated real estate agent, my goal is to ensure your home receives maximum exposure to potential buyers. We employ a variety of effective strategies tailored specifically to your property. Here are some key approaches:

- 1.Virtual Tours and Social Media: We can create captivating virtual tours that showcase your home's best features. These tours allow potential buyers to explore the property from the comfort of their screens. Additionally, we leverage popular social media platforms like Facebook, Instagram and TikTok to reach a wider audience.
- 2.High-Quality Photography: Professional photos are essential. We arrange for a skilled photographer to capture your home's beauty, emphasizing its unique selling points. These images are then prominently featured in online listings and social media.
- 3.Compelling Listing Descriptions: We craft engaging and informative listing descriptions, highlighting the property's strengths, amenities, and neighborhood perks. A well-written description can significantly impact buyer interest.
- 4.Open Houses: Hosting open houses provides an opportunity for interested buyers to experience your home firsthand. We coordinate these events, ensuring they are well-promoted and attract serious prospects.
- 5.Networking: Our extensive network of industry professionals, fellow agents, and potential buyers allows us to spread the word about your listing. Personal connections often lead to successful transactions.

Remember, our approach is customized to your home's unique features and your specific goals. Let's work together to make your property stand out in the market!" 🏡✨

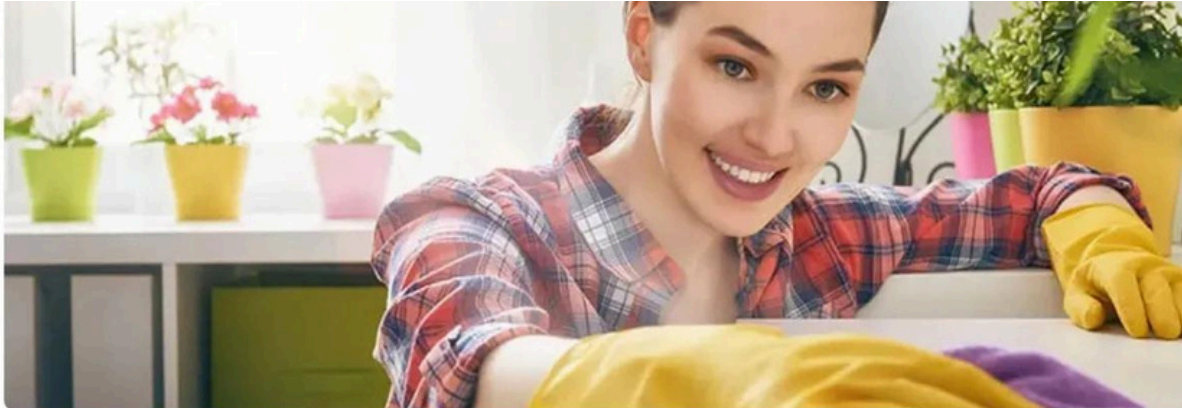
Have a question for me? Let me know and I'll feature it in an upcoming newsletter! Chances are other folks are asking the same question!

ASK AWAY!

BLOG OF THE MONTH

Each month, we'll highlight a Blog post from our website.

Want more now? Go to www.cindylacks.com/blog for more great helpful information!



8 Myths About Cleaning That Do More Harm Than Good

Ever feel like no matter how much you clean your home, it never feels quite clean enough? If so, there's a good chance that you've fallen for one or two of the many myths that do more harm than good when cleaning your home. While some of these simply lead to inefficient cleaning, others can permanently damage surfaces. So, here are 8 cleaning myths to beware of!

Bleach cleans everything

Bleach is often regarded as the go-to household item for cleaning kitchen and bathroom surfaces, and its uses seem endless. Yet one thing to remember is that bleach is, in fact, a disinfectant, and doesn't actually clean anything. **Bleach does not remove grease or grime** from the surfaces, and it **doesn't get rid of mold** either. A much better alternative is using a specialized product for each job, such as dishwashing detergent to remove grease, or a gritty cleaning solution to remove grime or limescale. If you do want to use bleach to disinfect surfaces, remember that it needs to sit for 10 minutes before rinsing it off.

Vinegar cleans everything

Vinegar is another item that shouldn't be used to clean everything. When combined with baking soda, it is great for removing grease stains and limescale, as well as unclogging drains. However, **vinegar is acidic**, and will only damage surfaces such as granite and marble countertops, hardwood or stone flooring, and iron utensils.

One thing **you must never do is mix bleach and vinegar** together. This will create a chemical reaction that results in chlorine gas, which is toxic, and requires immediate medical attention if you're exposed to it.

[Click here for
MORE CLEANING MYTHS](#)



Home Group Realty

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ABOUT ME

Having lived and worked in St. Louis more than 30 years, I understand what makes our community and the people who call it home so special. From summer watermelon festivals to the local bookstores and coffee shops in CWE, to Webster Groves 4th of July parade, I am proud to call St. Louis home.

That's what it takes to truly be a local real estate expert. Not just expertise in negotiation and marketing, but a love and understanding of our community and the people who live here.

Thank you for reading!



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