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If you're selling a home in Florida, you've probably heard about realtor fees and how they can eat into your profits. But what exactly are these fees, and do you really have to pay them? The truth is, real estate agent commissions aren't set in stone, and there are ways to make sure you're not overpaying. Most home sellers in Florida pay the commission for both their agent and the buyer's agent. That means when you sell, a percentage of your home's price goes straight to the agents handling the deal. The standard rate hovers around 5-6% of the sale price, but there's room for negotiation—if you know what to ask for. With Florida's hot real estate market, understanding how commission rates work can help you save thousands. Whether you're selling in Miami, Tampa, or a small beach town, knowing the ins and outs of realtor fees can key to getting the most out of your home sale. Thinking about skipping the high fees? Buyer.com offers a faster, hassle-free way to sell without the traditional commission costs. Check out our options today! When it comes to real estate commissions in Florida, they're pretty close to the national average, but with a few key differences. Across the U.S., standard realtor commissions range between 5% and 6%, and Florida falls right in that zone. However, depending on the area, competition, and market conditions, you might see rates as low as 4% or as high as 7%. One big factor that affects commission rates in Florida is the hot housing market. With more buyers than available homes, some sellers have negotiating power to lower their agent's fee. But in slower markets, agents might stick to the standard rate or even charge more for extra marketing and effort. Another thing to consider is what you're getting for that commission. A full-service agent typically handles marketing, negotiations, and paperwork, but lower-cost options like discount brokers or flat-fee agents might cut some services to save you money. If you're selling a home in Florida, it's smart to compare local commission rates and see what's typical for your city. A little research could help you keep more money in your pocket when the sale closes! If you're selling a home in Florida, you might be wondering, "Who actually pays the realtor fees?" The short answer? The seller usually pays for both agents—their own and the buyer's. That's because commissions are typically baked into the sale price and split between the two agents once the deal closes. A standard commission in Florida is 5-6% of the home's sale price, split roughly 50/50 between the seller's agent and the buyer's agent. So, if your home sells for \$400,000, that could mean \$20,000 to \$24,000 in commission fees, which will go to each agent. But here's something many sellers don't realize: Commissions are negotiable! Some sellers work out deals where the buyer covers part of the commission, especially in competitive markets. Others might find agents willing to take a lower fee or offer a flat rate instead of a percentage. If you're looking to save money on realtor fees, it's worth discussing commission rates upfront with your agent. The right negotiation could save you thousands! Realtor fees in Florida aren't one-size-fits-all—they depend a lot on your home's sale price. While the typical commission rate is 5-6%, the actual dollar amount varies depending on how much your home sells for. Here's a quick breakdown: \$200,000 home – \$10,000 – \$12,000 in commission \$500,000 home – \$25,000 – \$30,000 in commission \$1,000,000 home – \$50,000 – \$60,000 in commission The higher your home's price, the more you're paying in commissions—but that doesn't always mean you're getting more value from your agent. In fact, some high-end sellers negotiate lower commission rates because agents make more on big sales, even at a slightly reduced percentage. Pro Tip: If you're selling a higher-priced home, don't be afraid to ask for a lower rate. Many agents are willing to adjust their fees for luxury or high-value homes. Nobody wants to overpay on realtor commissions, and the good news is—you don't have to. While the standard rate in Florida is 5-6%, there are ways to cut costs and keep more of your money when selling a home. Negotiate Commission Rates - Many sellers don't realize that commissions aren't fixed. If your home is in high demand, or if you're working with an agent who's handling both sides of the deal (dual agency), you might be able to bring that rate down. Hire a Flat-Fee Real Estate Agent - Some brokers offer flat-rate services, meaning you pay a set fee instead of a percentage of your home's price. This works well if your home is expected to sell quickly with minimal effort. Consider Discount Brokerages - Companies like low-commission real estate firms provide basic services at a lower fee. You might miss out on full-service perks, but if you want a faster, hassle-free sale - Selling through an iBuyer can help eliminate agent fees entirely. While you might not get top dollar, the convenience of a quick, certain sale is sometimes worth it—especially if you're on a tight timeline. Always compare your options! Be aware of hidden transaction fees - Some discount brokerages advertise low commission rates but tack on extra service fees that cut into your savings. Before signing anything, ask for a full cost breakdown so you know exactly what you're paying. At the end of the day, every dollar counts when selling a home. If you take the time to explore your options and negotiate, you could save thousands—without sacrificing a smooth sale. Realtor fees in Florida can add up fast, but they don't have to drain your profits. By understanding how commissions work, knowing who pays what, and exploring ways to lower costs, you can save thousands when selling your home. The key is to do your homework. Compare local commission rates, negotiate with your agent, and don't be afraid to explore flat-fee brokers or iBuyer programs if they make sense for your situation. Want to skip the high fees and sell your home fast? iBuyer.com offers a quick, commission-free selling option that could be a game-changer. Check out your offer today and see how much you could save! How much are realtor fees in Florida right now? The typical realtor commission in Florida ranges between 5-6% of the home's sale price, split between the buyer's and seller's agents. However, this rate is negotiable, and some sellers pay less depending on the market and their agent's flexibility. Can I negotiate a lower commission with my agent? Yes! Commissions aren't set in stone. If your home is in a hot market, if you're selling a high-value property, or if your agent is representing both sides of the deal, you may be able to negotiate a lower fee. Do I have to pay the buyer's agent commission? Most sellers in Florida cover both agent commissions, but there's no rule saying you have to. Some sellers offer a lower commission to the buyer's agent, but this can impact how many buyers are interested in your home. Are commission rates different for luxury homes? Sometimes. High-end homes can have lower commission percentages because the dollar amount is still significant for the agent. Many luxury sellers negotiate rates closer to 4-5% instead of the standard 5-6%. How does the NAR lawsuit affect Florida real estate agents? The recent lawsuit against the National Association of Realtors (NAR) could lead to more transparency and flexibility in how commissions are paid. While not officially announced yet, future sellers may have more control over commission structures. Reilly Druzic is a seasoned real estate agent at Get Land and Zillow, bringing over six years of industry experience to the vibrant Vero Beach market. She is known for her deep understanding of local real estate trends and her dedication to helping clients find their dream properties. Reilly's journey in real estate is complemented by her academic background in Public Relations, Advertising, and Applied Communication from the University of North Florida. According to a 2024 survey by FastExpert, Florida's real estate commission rates average 5.53% of a property's purchase price, which is slightly below the U.S. average of 5.57%. If you're considering a career as a real estate agent in Florida, this information can help you estimate how many properties you need to sell at a given price point to meet your income goals. Read on to learn how to calculate real estate commissions in Florida. We'll explain how these commissions are determined and who is responsible for paying them. Additionally, we will provide the average commission rates you can expect to earn in Florida's ten most populated cities. We'll also explore the potential impact of the proposed National Association of REALTORS® settlement on real estate agent salaries. Most real estate agents don't earn a regular salary. Instead, they work exclusively on commission. This commission-based model has been the norm for listing agents since the 1950s. However, changes to this structure, especially for buyer's agents, are expected due to the recent NAR lawsuit. Despite potential changes in commission structures in the Florida market in the coming months, the demand for real estate agents is expected to remain high. Related: How Do REALTORS Get Paid? What Every Agent Needs to Know Typically, seller's agents agree to provide services to their clients for a set commission rate, which is often shared with the buyer's agent. Once the transaction is complete, the commission rate is multiplied by the property sale price to determine the payment to the real estate professionals. Some suspect this system may change now that seller's agents can no longer advertise the buyer's agent commission on a MLS. However, it remains to be seen how commission structures will evolve as a result of the NAR settlement. Seller's agents may still share their commissions with agents who bring buyers for their listings, or the seller or buyer may agree to compensate the buyer's agent directly. Real estate agents following the traditional structure will still be compensated based on the property's sale price. According to Zillow, the average home value in Florida is currently \$398,077. With Florida's average negotiated commission rate of 5.53%, real estate professionals earn approximately \$22,014 to oversee the average transaction. In Florida, the seller typically pays the real estate commission. However, this fee structure may change due to the recent NAR settlement, potentially leading to more buyer agents being paid directly by their clients. Buyer's agents will now be required to have a written agreement with their clients that outlines compensation. Despite recent headlines and growing competition from online real estate companies, commission rates in Florida and across the U.S. have remained relatively steady at around 6%. However, real estate commission rates have always been negotiable. The average real estate commission rate in Florida is 5.53%. According to data collected by Colibri Real Estate, the average income of a real estate agent in Florida is \$79,537. Below is the average home value in Florida's ten most populated cities. Based on a 5.53% commission rate, here's how much real estate professionals may expect to earn by selling an average property. Average Real Estate Commission by 10 Florida Cities City Average Home Value 5.53% Real Estate Commission Jacksonville, FL \$302,349 \$16,720Miami, FL \$581,538 \$32,159Tampa, FL \$385,025 \$21,292Orlando, FL \$389,090 \$21,517St. Petersburg, FL \$383,372 \$21,200Port St. Lucie, FL \$399,977 \$21,190Cape Coral, FL \$383,112 \$21,186Hialeah, FL \$453,501 \$25,079Tallahassee, FL \$292,189 \$16,158Fort Lauderdale, FL \$29,097 \$29,259Source for Average Home Value: Zillow. August 2024 As mentioned, this 5.53% commission is typically split between the buyer's and seller's agents and brokerages. So far, we have focused on residential real estate commissions in Florida. However, some real estate agents specialize in commercial real estate or other niches, such as investment properties or condos. Some commercial real estate transactions use the standard 6% commission rate, while others employ a graduated structure (e.g., 5% up to \$1M, 4% for \$1M-\$5M). Additionally, some commercial real estate agents in Florida negotiate a flat fee. Commission rates vary depending on the property's location, market conditions, and the deal's complexity. If you focus on commercial real estate in Florida, taking as many continuing education courses and specialized training as possible can help you better serve your clients in this niche. The 5.53% real estate commission is typically divided between the buyer's and seller's agents and their respective brokerages. Here's an example of how this commission split might look for an average transaction. Example of How Commission Splits Work in Florida Real Estate for a \$398,077 Property ItemAmountSale price of home\$398,077Total commission paid to real estate professionals\$22,014Seller's agent commission (based on a 50/50 split)\$5,500Buyer's agent commission (based on a 50/50 split)\$5,500Buyer's agent's brokerage commission\$5,500 We hope these figures provide a clear understanding of how much you might earn on an average transaction as a real estate agent in Florida. Becoming a real estate agent can be a rewarding full-time career or a lucrative side gig with unlimited income potential. The sooner you begin the licensing process, the sooner you can start earning impressive commissions. Sign up today for your pre-licensing courses with Colibri Real Estate School. Colibri Real Estate's Florida real estate classes are convenient and affordable. Our online, self-paced courses allow you to complete your studies anytime, anywhere. You'll receive a quality education designed by local experts, preparing you to become a top-producing real estate agent in Florida. Florida's average real estate commission rate is 5.53% of a property's sale price. This rate is comparable to the national average and can help prospective agents estimate their potential earnings. Typically, the seller pays the real estate commission in Florida. However, due to recent NAR settlement changes, buyer agents may increasingly be paid directly by their clients, requiring written agreements outlining compensation. Following traditional commission structures, real estate agents in Florida can expect to earn approximately \$22,014 on an average home sale valued at \$398,077. This figure is based on the average home price and commission rate. Agents specializing in commercial real estate or other niches, such as investment properties or condos, may encounter different commission structures. Continuing education and specialized training can enhance an agent's ability to serve clients effectively in these areas. Sources: 1. "Florida Home Prices & Home Values." August 5, 2024. Zillow. FloridaHome Prices & Home Values | Zillow 2. Matarazzo, Steph. "Average Real Estate Agent Commissions by State (2024 Survey)." FastExpert. January 23, 2024. Editor's note: this post was originally published on September 11, 2024 and updated on October 17, 2024. Author: Lisa McKimLisa E. McKim is a licensed salesperson in the state of California and the licensed broker/owner of McKim Real Estate in the state of Colorado. She has been practicing real estate since 2007 and is a member of the National Association of Realtors. Her areas of expertise include residential real estate, income properties, mixed-use properties, prefabricated homes, and IRA real estate investments. She has been a certified instructor since 2018 and is a member of the Real Estate Educators Association. She teaches pre-licensing, continuing education and career development. Lisa's twin passions are real estate and helping others, so she considers herself fortunate to have a successful career which has given her huge rewards for both. She is especially proud to be a part of Colibri Real Estate because of the company's high standards of excellence and integrity. By providing my personal information, including phone number, I consent to (1) receive email messages with information and offers, autodialled calls, texts, and prerecorded messages from Colibri Real Estate, including current and possible future services, customer service and billing; and (2) Colibri Real Estate's Privacy Policy and Terms and Conditions. I understand that my consent is not required to purchase, and that cancellation of my purchase does not automatically revoke this consent. All listing information is deemed reliable but not guaranteed and is independently verified through personal inspection by appropriate professionals. Listings displayed on this website may be subject to prior sale or removal from sale; availability of any listing should always be independently verified. Listing information is provided for consumer personal, non-commercial use, solely to identify potential properties for potential purchase; all other use is strictly prohibited and may violate relevant federal and state law. Listing data came from My Florida Regional MLS DBA Stellar MLS. Listing information last updated on May 31st, 2025 at 10:49pm EDT. Posted on February 10, 2025February 11, 2025 by Cristian Quintero CategoriesNews TagsEconomics, Florida, Real Estate Imagine you sell your Florida home for \$411,400 and save \$20,321 in commissions. Sounds too good to be true? Well, it's not! Thanks to the NAR Settlement, you can now choose to pay half the real estate commission in Florida. This also means you have to pay real estate commissions whether you are a seller or a buyer. However, you can opt for the best Flat Fee MLS Florida company and avoid burdensome Realtor fees! It is a percentage of your home's sale price that you pay as Realtor fees. The average real estate commission rates can reach 6%, but they're open to negotiation. The listing agent and the buyer's agent equally split the real estate agent's fee in Florida. That is, you pay a 3% commission to each of them. What's the Average Real Estate Commission in Florida? The average real estate commission in Florida typically ranges from 5% to 6%. So, for a house priced at \$411,400, you would have to shell out around \$24,684. A real estate agent's fee in the Sunshine State varies based on several factors: Property typeMarket conditionsFair Market Value (FMV) of the homeAgreement signed with the listing/buyer agent Regional Real Estate Commissions in Florida Agent fees can vary depending on your location. Real estate commissions in Jacksonville, Bell Glade, or Immokalee might be low due to less competition among agents. On the other hand, real estate agent fees in Miami, Coral Gables, or other affluent areas are higher because properties here require high-end staging and marketing. Who Pays the Realtor Fees in Florida? As per the new real estate commission laws, it depends on how you negotiate. Here's how Realtor fees in Florida are compensated now: 1. Listing Agent Fees: Who Pays? If you're a home seller, you pay the listing agent commission. It's generally 3% of your home's selling price and is included in the closing costs for sellers. Your listing agent and broker further divide this commission between them. A Smart Move: Check the reviews of your real estate agent and the services they offer before you negotiate and finalize the commission rate you'll pay. Here are 3 ways the broker fee can be paid when buying a house: Sellers Cover the Buyer's Agent Commission: You can choose to pay the 6% real estate commission—3% to your listing agent and 3% to the buyer's agent. However, you or your agent will have to personally contact the buyer's agent to make this offer. Buyers Pay Their Own Agents: The buyer can choose to (or you can ask them to) compensate their agent. Buyers' agents typically require their clients to sign an agreement. It clearly states the commission amount that the buyer has to pay. Sellers and Buyers Negotiate a Deal: In a buyer's market, buyers can bid higher and request you to offer a concession. The amount above the concessionary rate goes to the buyer's agent. Quick Comparison: Imagine a beach picnic at the Siesta Key Beach—you bring the sandwiches and the buyer brings the drinks. Each one pays for what they pack. That's exactly how real estate commissions are split post the NAR Settlement. Yes! Post the NAR Settlement, the new real estate commission rules favor home sellers in 3 interesting ways: 1. Negotiable Buyer's Agent Commission: You can now choose to offer the buyer's agent commission. Moreover, you can negotiate the amount you'd like to offer. That's like bargaining to buy fresh citrus at Orlando farmer's market! But, simply note that you can no longer advertise or offer it on the MLS. 2. Paperwork for More Transparency: Firstly, the commission is negotiated. Then, the amount is put on paper, and the parties sign it. Buyers and sellers both sign agreements with their respective agents. Remember, if it's not in writing, it's not happening—just like a deal in Brickell high-rise! 3. Equal Responsibility of Sellers and Buyers: Buyers will have to directly compensate their agents or request you to do so. Either way, there will be more scope for you to cut your costs. It's like having a dinner at a seafood shack—you either pay for the \$21 bill or you split the bill! How to Save on Florida Real Estate Commissions: Here are the different ways to help you reduce the traditional commission for Realtors: 1. List for a Flat Fee: Your research on how to list on the FL MLS without a Realtor will find you some good Flat Fee MLS companies. These companies get your home on the MLS for a flat fee, somewhat like hopping on a sunset cruise in the Keys without paying for the whole boat. Savings with Flat Fee: Calculate your home savings in Florida now. Don't let hefty Realtor fees spoil your home-selling experience! 2. Sell "FSBO" Going FSBO means that you have no agent and that you must stage and market your home yourself. Nevertheless, you can sell via one of the For Sale By Owner websites in Florida which offer services like offer management or contract reviews. 3. Choose a Discount Real Estate Broker: You can get all traditional Realtor services at discounted rates (1% to 1.5%) with Florida's discount real estate brokers. Most of them offer full-service Realtor benefits too. That's as good as finding a designer outfit on sale at Hyde Park Village in Tampa. 4. Sell to an iBuyer or Cash Buyer: You can get quick cash offers for homes, which are generally as high as 80% of your home's FMV. That's more like buyers getting the day-old catch at the fish market at half price. With cash home buyers, you can sell your home fast for cash in Florida. What Should You Know Before Selling Real Estate? From commission negotiation to knowledge of the services provided—you need to be an aware home seller. Here are some key tips to help you avoid common commission-related mistakes: Negotiate the Commission: Don't assume the 5% to 6% commission is final. You can ask for lower fees or explore discount brokers as well. Higher Commission Doesn't Mean a Faster Sale: Giving a hefty fee, doesn't always mean that you'll get the best service. You might need to market your property well to make your home to stand out in the current Florida housing market. Understand the Services Included: Some agents might offer fewer services for the same standard commission. Finalize your rate of commission after you clarify what their package includes (e.g., home staging, photography, marketing). Check Client Reviews: Don't go for the agent charging the lowest commission as it might lead to a cheaper or slower sale. Always check for their experience and client testimonials. Still curious about commission rates in Florida? Here are the answers to common questions about real estate agent commissions: Who pays real estate commissions? The home seller typically pays the commission, and the seller's agent will then split the commission with the buyer's agent. They can confuse sellers. Ribber's notes, because the buyer's agent represents the buyer but is being paid by the seller. "I'm constantly explaining to sellers that there're two portions of that. There's the portion that pays the listing agent who does the marketing and so forth, who gets you through to the finish line. And there's the other portion we're offering to the buyer's agent to bring a buyer to the property," he adds. "Only about 10% of the time is the listing agent the same as the buyer's agent." The real estate commission is automatically deducted from the sale proceeds at the time of closing. Until then, you won't owe any money to the real estate agent. In short, your listing agent typically doesn't get paid unless they sell your home. And an experienced, motivated agent will ultimately help you walk away with higher proceeds. If you're curious about how much you might make on your home sale after paying commissions and other selling costs, try our Net Proceeds Calculator. Although the seller pays the entire commission, the listing agent, who represents the seller in a transaction, doesn't keep it all. As Ribber explained, part of their commission goes toward marketing your property with professional photography, open houses, offline marketing, and more. The commission is also typically split 50/50 with the buyer's agent to compensate them for bringing a buyer to the sale and coordinating the buy-side of the transaction. So, around 2.5% to 3% goes to the listing agent, and the other 2.5%-3% goes to the buyer's agent. Both the listing agent and the buyer's agent then share a percentage of their commission with their sponsoring broker. These split rates can vary; however, it's common for the listing agent to give their broker anywhere from 30%-50% of their commission, depending on the agent's level of experience, their market size, and brokerage agreements. How is the commission divided between agents? The commission that's paid by the seller will typically be split among each agent and the brokerages through which they offer their real estate license. Let's say you sell your home for \$400,000 with a 6% commission rate. You pay a commission of \$24,000, and each agent has a 70/30 split agreement with their brokerage. Here's how that might look: Listing agent: \$400 (70% of their \$12,000 commission share) Listing broker: \$3,600 (30% of their \$12,000 commission share) Buyer's agent: \$8,400 (70% of their \$12,000 commission share) Buyer's broker: \$3,600 (30% of their \$12,000 commission share) "In all likelihood, you probably have some other fees – a transaction fee, technology fee, errors and omissions insurance... The money can be split up a variety of ways," Ribber says. The brokerage has office space, insurance, and a staff, so its cut gets split up as well. Are Florida commission rates negotiable? You can negotiate real estate agent commission rates, but don't be surprised if your agent holds firm on how much they charge. A Consumer Federation of America report found that only 27% of agents are willing to negotiate the commission. Ribber says he's "absolutely" willing to negotiate. "Sometimes, it's just asking, 'Hey, will you do it for 5%?' [This other brokerage] will do it for 4.5%. Will you do it for that? ... Then it becomes the agent's duty to either justify their value to the customer and negotiate something that's suitable for the agent, or just walk away." Some online brokerages will say they can list your property in an MLS (multiple listing service) for a 3% commission, but that's all they'll do, he adds. "You're still acting as your own agent, which may or may not be a good thing, based on your real estate savvy." One reason agents often don't lower their rate is that it may reduce their ability to negotiate a higher sale price for the seller. An agent's services often include photography and pricing analysis, so a lower commission could also translate into a smaller marketing budget for your property, an inaccurate list price, fewer home promotions, and a lower likelihood of selling. Exceptions can occur if you've already found a buyer. Let's say you're selling a home to a friend, or have decided to sell to a family member, in that case, the agent would likely be willing to play the role of transaction coordinator and independent on behalf of a reduced commission rate. Overall, commissions in Florida are negotiable, but do your research first. When asking an agent to lower their pay, you're limiting the pool of agents willing to work with you. And the downside to working with a low-commission agent can be steep. Without a top Florida agent in your corner, you could dramatically undersell your home, have a rough selling experience, or fail to sell the home at all. A full-service real estate agent in Florida will provide a high level of offerings that go toward giving you a great selling experience and boosting exposure to your home. An agent's services fall into a few main categories: Guidance on pre-sale improvements Agents see a lot of houses in their Florida markets. They will have an eye for the small but impactful improvements you could make to help it sell for more. The best agents will go above and beyond to help their clients get the job done. Ribber says his office helps arrange or recommends: a pre-listing inspection contractor services for repairs and simple modifications staging services cleaning services a showings coordinator professional photography a 3D home tour promoting the property on Facebook, Instagram, the MLS, and his website benefits consultation (searching for any available bonuses, or an interest rate buy-down) "We get down into the nitty-gritty. We'll also send out direct mail but will call the neighbors. We do texting services." He also partners with buying groups that might offer bridge loans or entities such as HomeLight, which tap into a network of investment buyers, for instance. Pricing strategy An agent will put together a comparative market analysis in the form of a thick packet featuring charts, facts, figures, and photographs of houses. The analysis will show you what your home is worth based on comparable sales in the neighborhood, market trends, and local price per square foot. This key tool helps you set a realistic price that can attract offers right off the bat in a fraction of the time it would take a non-professional to determine. Marketing services As part of their commission, at a minimum, Florida agents should offer expert home prep and staging, professional photography, marketing flyers and pamphlets, direct mail, automatic postings of your listing on major home search sites, local advertisements, exclusive previews for other agents, and open house coordination. Advanced agents may also offer the development of a virtual tour, offer management and negotiations. When you receive one or multiple offers, an agent will help you determine the strength of the offer and work with you to proceed with responding to buyers. They'll advise on whether to accept, reject, or make a counteroffer while putting together offer spreadsheets to identify the best offer in bidding war situations. If a buyer requests repairs after the inspection, an agent will help you push back where appropriate and advise on when to concede. Should the appraised value be lower than the contract price, an agent can help you determine whether to ask the buyer to make up the difference or if you should lower your price. A listing agent also offers single agency, providing loyalty, confidentiality, obedience, and full disclosure, Ribber adds. A transaction brokerage does not. "When I'm on the phone with a buyer's agent, the buyer's agent might say, 'We're making an offer of \$500,000, but the buyer will probably pay X amount,'" he says. "If I'm a transaction broker, all I can say is, 'Here's the offer as it was presented in writing,' not all the color commentary that might help their position in the negotiation." Market knowledge and neighborhood expertise Great Florida real estate agents know what local buyers seek in homes and which of your home's attributes to highlight. An agent will skillfully incorporate key features into your home's listing description and immediately be able to recognize what makes your house or the surrounding area special. What is a fair real estate commission in Florida? As noted above, the average commission rate in most Florida markets is between 5%-6% to hire a full-service real estate agent. This rate should mean you have an agent who is dedicated to selling your home for the best possible price, who is available and communicative, and who will shepherd the transaction from start to finish. If an agent isn't willing to offer all or the majority of services listed above, you should focus on interviewing real estate agents who do. What if my Florida house doesn't sell? Real estate agents only get paid commissions if and when your home sells successfully. Most real estate contracts include an exclusive right to sell, which gives the real estate agent the sole rights to market the property, list the property on MLS, and receive the commission if the sale closes in a determined time frame. If your house remains on the market beyond the time period outlined in the listing agreement, you are not obligated to pay your agent. However, keep in mind that your listing agreement may contain a protection clause, also known as a "brokerage protection clause," "safety clause," "extension clause," or "tail provision." The protection clause states that if a buyer who the listing agent introduced to the property purchases the property after the listing agreement expires, the seller still must pay the agent a commission. "Unfortunately, we do a lot of work for free," Ribber says. "If their house doesn't sell, they don't pay anything." While that hardly happened over the last two years, Ribber says that in the past six months, perhaps 10% of his listings didn't sell. There are two main ways to avoid paying Realtor® fees. You can either sell your Florida home without an agent's help or sell it directly for cash offers without ever putting it on the market. For Sale By Owner Without a real estate agent, you're responsible for preparing your home for sale, marketing, negotiating, and navigating legal and financial documents. When selling a house on your own, you'll need to hire an attorney, at a minimum, to make sure the paperwork is right. Typically, For Sale By Owner (FSBO) makes the most sense if you already have a buyer. Sellers are often drawn to for sale by owner benefits, but in 2022, 50% of FSBO sellers knew their buyer. This indicates that while the FSBO route is rare, making up just 10% of sellers, it's even more rare to forgo a real estate agent's help when you don't already have a buyer lined up and ready to go. In addition, according to a 2022 National Association of Realtors report, the median FSBO house sold for \$225,000, compared to a median of \$345,000 for agent-assisted sales. That's a significant loss of proceeds in an effort to save about 5%-6% on commissions. "It gets back to explaining how the commission splits up. They may think they're saving 5% to 6%. They're really only saving about 2% to 3%," Ribber says, because the listing agent and the buyer's agent split this fee. Consider whether all the details involved in selling on your own are worth your time and effort, he suggests. "Sometimes, somebody I know wants to do it themselves, and I'll tell them, 'You probably left \$100,000 on the table.' Occasionally, I'll say, 'More power to you. I couldn't have done any better.' Sell to a cash buyer Cash buyers, including buyers, investors, and home-buying companies – are individuals or entities that purchase your home outright, without the need for lender financing. These buyers typically make off-market purchases and can provide speed and convenience to sellers. Just be aware that the price offered by most cash buyers may not match what you could receive on the open market with the help of a top agent. If you're interested in a cash sale, you can receive a no-obligation offer through HomeLight's Simple Sale platform, with no hidden fees or agent commission. Simple Sale connects you to the largest network of cash buyers in the U.S. Now you know how Florida agent commissions work Sellers pay real estate commissions in exchange for an agent's expertise and services throughout the sale process. If you're worried about the cost of the commission, consider that targeted upgrades, stellar marketing, and savvy negotiations can help you maximize your sale price. With a performance-proven Florida agent to guide you, you also avoid the stress of navigating this complex process without professional oversight. The key is finding a quality agent who provides the highest amount of value for their commission fee. In fact, our transaction data shows that the top 5% of agents in Florida sell homes for as much as 10% more than the average agent. HomeLight can connect you with top Florida agents with experience tailored to your needs. Whenever you're ready to get started, HomeLight would be happy to put your commission worries to rest by introducing you to several agents in your area who are well worth it. Header Image Source: (riana88w / Depositphotos) A homeowner selling their property with the help of a real estate agent is typically on the hook for paying that agent's commission. Similarly, the agent representing the homebuyer will also earn a commission on the sale. But how much are they paid – and by whom? Here's a look at how much Realtor fees cost in the Sunshine State, and what's generally included in Florida real estate commissions. How much are Realtor fees in Florida? In Florida, the total real estate commission (for both agents combined) averaged 5.37 percent in August, according to data from Clever Real Estate. The median price of a Florida home in the same month was \$403,000, per Redfin. For a home sale of that price, a commission of 5.37 percent would come to \$11,365, and your buyer would owe their agent \$10,277. But the exact amount you'll pay on a home sale in Florida may vary significantly by location, as median home prices fluctuate around the state. Here's what buyers and sellers would pay in a few major cities, based on the above commission percentages: City Median price Total agent commission (5.37%) Listing agent commission only (2.82%) Buyer's agent commission only (2.55%) SOURCES: Redfin, Clever data as of August 2024 Miami \$600,000 \$32,220 \$16,920 \$15,300 Jacksonville \$300,000 \$16,110 \$8,460 \$7,650 Tampa \$445,000 \$23,897 \$12,549 \$11,348 What's included in a real estate agent's commission? Whether you're a buyer or a seller, a Realtor provides a variety of services over the course of the transaction. When you're selling a home, an agent's services generally begin with researching comparable homes sold in your area in order to help you price your home competitively. During the initial stages of preparing your home to sell, your agent may connect you with a photographer to take listing photos and may also suggest a home staging professional to help the home look its best. During the marketing phase, your agent will prepare the official listing for your home, promote it on the local MLS as well as potentially on social media, and host open houses and private showings. He or she will also help assess offers and negotiate a final deal, including handling your closing paperwork. When buying a home, on the other hand, your agent typically researches all homes for sale in your desired area that may fit your budget and lifestyle needs, accompanying you to see homes that interest you. When you're ready to make an offer, your agent will prepare and submit the paperwork and handle negotiations. He or she may also help you find a home inspector and potentially even put you in touch with a mortgage broker or real estate attorney. Who pays agent commissions in Florida? For many years, commissions for both agents in a real estate transaction were paid by the seller, no matter what state the deal was taking place in. This meant the seller usually had to pony up somewhere between 5 and 6 percent of the home's sale price, and the buyer paid their agent nothing. (At least directly – the commission amount was often "baked into" a home's market price.) A recent lawsuit settlement means that buyers may now need to pay the agent directly. Under the new rules, home sellers are not necessarily required to pay the commission for the buyer's agent – though they still can if they choose to, or as a way to sweeten the deal. Details will differ depending on the specific deal, but either way, if an agent is involved, there will be a commission fee to be paid. Are Florida real estate agents worth it? Agent commissions are a steep expense when considering the already costly nature of a real estate transaction. However, while a real estate agent is not required when buying or selling a home, having a professional by your side during such a complex financial transaction can have its benefits. When you're selling a home, there's a great deal of work to be done, and going it alone (known as for sale by owner) means you will be the one doing it all, with no professional guidance. As a homebuyer, an agent can identify homes for sale within your budget – they will have access to listings you likely wouldn't know about on your own – and negotiate the best deal possible with sellers. If you're not comfortable with negotiations, this can be a significant benefit. Saving on fees Whether you're buying or selling a Florida house, there are ways to keep your costs down. Consider these options: Negotiate the commission: Most things in real estate are negotiable, and that includes Realtor commissions. Try negotiating a lower fee with your agent – even a small amount can make a big difference, especially on higher-priced homes. Work with discount agents: Companies like Redfin and Clever may charge a 1 or 1.5 percent rate instead of the traditional 2.5 or 3 percent. Sell on your own: Though "for sale by owner" options involve a lot of work, you can always choose to sell a home without the help of a professional. This will save you a listing agent's commission, but keep in mind that you might still need to pay the buyer's agent. Sell to a cash homebuyer: Working with companies that buy homes in Florida can greatly reduce your Florida real estate agent. If you're ready to sell your home in Florida, take the time to find the right local agent. Ask friends and family who have had a good real estate experience to provide a referral. It's also a good idea to check out online reviews and take note of the names on yard signs in your area. Interview a few different candidates to find someone you can communicate well with and who understands your needs. With a financial transaction this significant, it's important to find a professional who you can work with effectively to achieve your goals.