Bias against alternative brokerages persists, reasons vary

Takeaways:Â Many agents discriminate against hybrid brokerages for a range of reasons, according to a recent Inman survey.Â Bias sometimes stems from concerns about competency of hybrid agents and lower commissions. Practices include steering buyers away from listings and not promptly responding to showing requests. "They are trying to diminish what we do as professionals." That was a response given on a recent Inman survey, which indicated that many brokerages discriminate against hybrid brokerages, realty firms that provide an alternative to the traditional brokerage commission and service model. Seven years after NARÂ agreed to abandon a policy that allegedly stacked the deck against industry mavericks, plenty ofÂ real estate agents continue to shun working with agent...

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