

WHY USE A BUYER'S AGENT?

ADVANTAGES OF BUYER REPRESENTATION

When searching for your new home, you should consider using a buyer's agent. This will cost you nothing. It simply means there's someone representing you in the home buying process. Unlike the traditional agent who looks out for the seller, a buyer's agent acts as your advocate, helping you find the home you want, then negotiating the lowest possible price. For example, your buyer's agent will work on your behalf to scout out new listings to find the right match, counsel you on the pros and cons of each property, provide you with objective information about recent sales of similar properties, and negotiate the best price for you once you do find the right home.

When you walk into a real estate office or call an agent because you saw their sign, you are talking to the "seller's agent". Seller's agents are legally and contractually obligated to represent the best interests of the seller. This includes the right to share with the seller any information you, the buyer, give them. For example, if you tell the listing agent that you are pre-qualified to \$300,000, they can give the seller this information. Additionally, they are not allowed to disclose information to you that could harm the seller's negotiating position. Your buyer's agent can share with you any information they discover about the seller's situation.

Working directly with a seller's agent is like letting the other side's attorney represent you in a contract negotiation. Alternatively, a buyer's agent's only obligation is to serve *you* through the home purchase transaction. A buyer's agent will represent your interests alone, throughout the negotiations.

Money Magazine applauds the buyer's broker concept:

“Unlike the traditional agent who looks out for the seller, a buyer broker acts as your advocate, helping you find the home you want, then negotiating the lowest possible price.”
