

## How would YOU like to be *REPRESENTED*

<b>If a Buyer is a Client (Under Contract)</b>	<b>If a Buyer is a Customer (No Contract)</b>
<b>Buyer Needs Assessment</b>	
<b>Pay full attention to the buyers' needs</b>	Maintain loyalty to the sellers needs
<b>Tell the buyer all that you learn about the sellers</b>	Tell the seller all that you've learned about the buyers
<b>Keep information about the buyer confidential</b>	Keep information about the seller confidential
<b>Focus on expanding the range of choices to satisfy buyers needs</b>	Focus on the seller clients property
<b>Property Selection</b>	
<b>Find the best property for the buyer</b>	Get the best offer for the seller
<b>Promote the buyers' search</b>	Limit properties to listed properties only
<b>First priority to view brand new listings</b>	View new listings after buyer clients (scraps)
<b>Make all properties available (FSBO, homes NOT listed for sale); the sale price is negotiable</b>	Show only properties listed within the buyers affordability
<b>Negotiating the Contract</b>	
<b>Give advice with facts</b>	Disclose only material facts (information that anybody can get publicly)
<b>Negotiate on behalf of the buyer-client</b>	Negotiate on behalf of the seller –client
<b>Share all information about the seller</b>	Share all information about the buyer
<b>Provide price counseling</b>	Volunteer a CMA (comparative market analysis) only if it supports the sellers list price
<b>Negotiate approved purchase contract to safeguard the buyer-client</b>	Negotiate approved purchase contract protective clauses to safeguard the seller-client
<b>Suggest financing alternatives that may be in the buyers interest</b>	Suggest buyer financing that benefits the sellers interest
<b>Continue services to buyer client during negotiations</b>	Continue services to seller-client during negotiations
<b>Follow-Through After the Purchase Contract</b>	
<b>Attempt to solve problems to the buyer-clients' advantage and satisfaction</b>	Attempt to solve problems to the seller-clients' advantage and satisfaction

*\*Information provided for the Accredited Buyers Representative Designation Course, a Program by the Real Estate Buyer's Agent Council Inc. of the National Association of Realtors® and The Canadian Association of Realtors®*