

The Benefits of Working with One Agent

PROS vs. CONS

AS A BUYER'S SPECIALIST

1. Pay full attention to the buyers needs
2. Buyer can talk freely, everything said is held in confidence
3. Suggest alternative solutions, increasing the supply of appropriate properties
4. First opportunity to view new listings always given to those who have committed
5. Will give advice accompanied by facts to assist in making an objective evaluation of the property both positive and negative aspects
6. Educate the buyer by comparing competing and closed properties
7. Educate the buyer by planning a negotiating strategy
8. Suggest procedures that will strengthen the buyers negotiating position
9. Price counseling will be given to buyer with all recent sales data
10. Contract will be written with buyer protective clauses included
11. Financing alternatives will be suggested that have the buyers best interest in mind
12. Negotiate on behalf of the buyer
13. Continue service to the buyer during negotiation, by searching for other appropriate properties for the buyer, to enhance the buyers negotiating position
14. Strengthen the buyers negotiating position by telling about past offers and any other information about the sellers that would aid the buyer
15. Share all information about the seller that would aid buyers position
16. Follow through after the purchase contract has been negotiated attempting to solve problems to buyer's satisfaction
17. Be available to buyer after closing. Keep all information confidential and provide assistance and referrals

AS A SELLER'S SUBAGENT

1. Maintain loyalty to seller's needs
2. Tell seller all that you learn about buyer that would enhance sellers negotiating
3. Focus on the seller's property only
4. Lower level of responsibility to the buyer
5. Material facts and positive aspects will be given but negative aspects of the property will not be mentioned
6. Protect the seller by not comparing properties
7. No education outside material facts
8. Implement negotiating strategy that will strengthen the sellers position
9. Price counseling will be given to support the seller's price
10. Contract will be written to protect the seller from buyer protective clauses
11. Financing will be directed to protect the seller's interest
12. Negotiate on behalf of the seller
13. During the term of negotiation, continue to market the sellers home in an attempt to receive a competing offer for the seller
14. Maintain the strength of the sellers by not discussing the details of previous offers or financial position or need to sell
15. Share all information about the buyer that would aid sellers position. Any information about the buyer must be disclosed
16. Follow through after the purchase contract has been negotiated attempting to solve problems to seller's satisfaction
17. Be available for the seller only after the closing