

Duties and Services Desired

Review and compare the services listed below to determine what level of services that you desire. A Customer is a buyer who is NOT represented by an agent. A Client is a buyer who IS represented by an agent. This includes every aspect of the homebuying process such as in consulting/assessing the buyer's needs, the property selection process, viewing properties, negotiating, and problem solving process.

Buyer-Customer

- Honesty
- Complete loyalty to seller's needs
- Relay to seller all information received from buyer
- Focus on our seller-client's needs in selling/ Limit properties to MLS only
- Less attention given in searching new listings
- Show buyers properties listed strictly within buyer's pre-qualified affordability range
- Disclose just material facts regarding properties discussed
- No advice regarding property, only the facts
- Get the best price for the seller and fulfill the seller's needs

- Cannot give an "opinion of value" (CMA) unless it supports the seller's listing price
- No price counseling
- Suggestions made regarding financing or any other terms must benefit the seller
- Prepare offer on behalf of seller
- Negotiate on behalf of seller
- Attempt to strengthen the seller's negotiating position
- Attempt to solve problems and close the transaction to satisfy the seller

Buyer-Client

- Honesty
- Complete loyalty to buyer's needs
- Keep information confidential – buyer can talk freely
- Consider alternative solutions in finding property to fit the buyer's needs
- Given first opportunity to view new listings
- All properties are available for showing consideration

- Full disclosure of all facts and pertinent information
- Advice and opinion along with facts/Educate the buyer
- Give every attempt to find the best property for the buyer and fulfill the buyer's needs
- Volunteer an "opinion of value" (CMA)/specific property value

- Provide price counseling
- Suggestions made in buyer-client's best interests

- Prepare offer on behalf of buyer
- Negotiate on behalf of buyer
- Attempt to strengthen the buyer's negotiating position
- Attempt to solve problems and close the transaction to satisfy the buyer