

**Seller
Agency**

Services Provided to
Customers and Clients

**Buyer
Agency**

1. Needs Assessment

Buyer-Customer

- Maintain loyalty to the seller's needs.
- Focus on the seller-client's property.

Buyer-Client

- Pay full attention to the buyer's needs.
- Focus on expanding the range of choices to satisfy buyer's needs.

2. Property Selection

Buyer-Customer

- Get the best offer for the seller-client
- Limit properties to listed properties only.
- View new listings after buyer-client.
- Show only properties listed within buyer's affordability range.

Buyer-Client

- Find the best property for the buyer-client.
- Promote the buyer's search.
- First opportunity to view new listings.
- All properties are available and viewable, and the sale price is negotiable.

3. Viewing Properties

Buyer-Customer

- Just the material facts.
- Protect the seller. Cannot help the buyer compare competing properties.

Buyer-Client

- Okay to give advice with facts.
- Educate the buyer. Okay to compare competing properties.

4. Negotiating the Purchase and Sales Agreement

Buyer-Customer

- Disclose only material facts.
- Negotiate on behalf of seller-clients.
- Strengthen the seller-client's negotiating position.
- Volunteer a CMA for the buyer only if it supports the seller-client's listing price.
- Negotiate approved purchase agreement protective clauses to safeguard seller-client.
- Suggest buyer financing alternatives that benefit the seller-client's interests.
- Continue services to seller-client during negotiations.

Buyer-Client

- Give advice accompanied by facts.
- Negotiate on behalf of buyer-clients.
- Strengthen the buyer-client's negotiating position.
- Provide price counseling for a buyer-client.
- Negotiate approved purchase agreement to safeguard buyer-clients.
- Suggest financing alternatives that may be in buyer-client's best interests.
- Continue services to buyer-client during negotiations.

5. Follow-through After the Purchase Agreement

Buyer-Customer

- Attempt to solve problems to the seller-client's satisfaction.

Buyer-Client

- Attempt to solve problems to the buyer-clients' satisfaction.



**Put an Accredited Buyer Representative to work for you:
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