



Who is My Realtor REALLY working for?

**Why "Agency" might be
the most important word in Real Estate Today**



Why do We Choose to Work as Buyer's Agents?

We believe that all parties in a real estate transaction deserve to have the best and most professional representation possible. To accomplish this, it is crucial to know with whom your obligation lies. As your Buyer's Agents, we are able to provide you with any and all information relevant to the transaction. From pricing to material condition, We are committed to insuring that no stone is left unturned before an offer is made.

In the negotiation phase of the purchase we can, as your Buyer's Agents, fully harness all our skills to insure that your best possible deal is the one that is made! It's about loyalty and commitment. We like working this way. It's the right way. In fact, when it comes to working with buyers, it's the only way.

Why understanding "Agency" is the first step toward success...

Your real estate transaction is one of the most important financial decisions that you will ever undertake. As real estate professionals, we understand this and want you to be fully aware of your representation options.

"Agency" in real estate refers to the nature of the fiduciary responsibility that exists between you and the real estate professional you choose to work with. Having a complete understanding of the nature of this relationship is the first step to working together to achieve your real estate goals. Only after signing a legally binding document does a real estate professional become your agent. As your agent, that REALTOR® now has a legal obligation to insure the protection of your best interests in every facet of the transaction.

It's about loyalty and responsibility...

Traditionally, real estate professionals worked mostly as agents of the seller, not the buyer. Their loyalties and responsibilities rested with those of the seller. REALTORS® working with buyers were, in fact, acting as "sub-agents" of the seller, keeping the seller's loyalties ahead of those of the buyer. Often, the buyer had no idea of the true nature of this relationship.

Today's Buyers have an option...

Buyers may now retain a real estate professional to represent their financial and legal interests when it comes to the purchase of a home. It's called a "Buyers Agent".

To learn more about the benefits of a Buyers Agent, please contact us directly for a free consultation.



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