

The IMPORTANCE OF A BUYER'S BROKER

- Only a Buyers Broker will represent you in your home purchase.
- Only a Buyers Broker can negotiate on your behalf.
- Only a Buyers Broker will provide the true facts as to value, market/neighborhood conditions, and obvious physical defects.
- Only a Buyers Broker will insist that the buyer use a qualified home inspector who will treat the buyer as their client, and not as a customer.

Listing Agents (the ones with the sign in the front yard) and the company that they work for represent the seller, not you, the buyer. Their job is to get the seller the highest price on the best terms.

The Buyers Broker's job is to get the Buyer the lowest price on the best terms. A Buyer's Broker will help you with your financing alternative. If you are bankable and choose to do conventional financing a Buyers Broker will advise you to be pre-approved by a lender. Why? Because a fully approved loan makes you a cash buyer and puts you in a "power position" at the negotiating table. A Buyers Broker has a legal and ethical obligation to put your interests first. How I get paid.

The total compensation, paid through the Seller, is a contractual arrangement between the Seller and the Listing Agent. The Listing Contract will allow for portions of that commission (the selling side) to be shared with the agent that brings the buyer. Generally an offer to compensate from the Listing Broker is made via the Multiple Listing Service (MLS) to Buyer Brokers. It is important to note that the total compensation agreed upon in the Listing Contract is going to be paid out regardless. (That is because if the Listing Agents sell the property, he/she will collect both the listing and the selling side of the commission.) In reality the Seller does not care who gets the commission that was agreed on at the time the listing was taken, they just want the property sold.

Our purchase agreement will state that the Seller, on behalf of the Buyer will pay an amount equal to that offered by the listing agent through the MLS listing agreement. If the Seller is a For Sale By Owner my contract provides that the Seller pay our commission and not the Buyer. In these arrangements, it doesn't cost you a **Penny** for our services. So why not contact us today!