

Buyer Customer or Buyer Client?

There's a difference.

Five services for both customers & clients

1. Needs assessment
2. Assistance with property selection
3. Viewing of properties
4. Coordinating the purchase agreement
5. Follow through after the purchase agreement:
 - Coordination of inspections
 - Coordination of appraisals and other lender requirements
 - Coordination of title insurance and all aspects of the closing process
 - Contact info for reputable contractors should you desire repair work or improvements
 - Etc.

Services for clients only

1. Benefit from our experience and advice regarding all aspects of the transaction
2. An independent analysis of the market value of a property before you make an offer to purchase
3. Advice on negotiation including:
 - Structuring an offer, including all terms
 - How to respond to counter-offers

Needs Assessment

CUSTOMER

If acting as a transaction broker:

- Maintain confidentiality for the buyer
- No advice or representation for either party

If acting as an agent of the Seller:

- Maintain loyalty to seller
- Must tell seller client all that you learn about the buyer – no confidentiality for the buyer

CLIENT

- Maintain loyalty, confidentiality & full attention to buyer
- Tell buyer all that we learn about seller and their negotiating position
- No charge for this confidentiality and advice if you allow us to accept the payment offered by the seller through the MLS

Property Selection

CUSTOMER

If acting as a transaction broker:

- Find any property acceptable to the buyer

If acting as an agent of the Seller:

- Find a buyer for the seller's property on the best possible terms for the seller

CLIENT

- Find the best property for the buyer per the buyer's requirements

Negotiating the purchase agreement

CUSTOMER

If acting as a transaction broker:

- Disclose only material facts, give no advice
- Do not negotiate on behalf of either party
- Do not work to safeguard either party's interests

If acting as an agent of the Seller:

- Negotiate on behalf of seller
- Strengthen the seller's negotiating position
- Share all buyer information with seller
- Negotiate approved purchase agreement protective clauses to safeguard seller's interests
- Continue service to seller during negotiations

CLIENT

- Material facts accompanied by advice
- Negotiate on behalf of the buyer
- Strengthen the buyer's negotiating position
- Share all information about seller and the seller's negotiating position
- Provide price counseling and current market analysis to the buyer
- Negotiate approved purchase agreement to safeguard the buyer's interests

Follow Through after the Purchase Agreement

CUSTOMER

If acting as a transaction broker:

- Arrange third party appointments as needed
- Coordinate with lender, inspectors, title company, appraiser, etc.
- Attempt to keep the transaction together when difficulties arise

If acting as an agent of the Seller:

- Arrange third party appointments as needed
- Coordinate with lender, inspectors, title company, appraiser, etc.
- Attempt to solve problems to the seller's satisfaction

CLIENT

- Arrange third party appointments as needed
- Accompany buyer during the home inspection
- Coordinate with lender, inspectors, title company, appraiser, etc.
- Attempt to solve problems to the buyer client's satisfaction