

How I Work With Buyers

Whether you are buying your first home, or have done it several times, there are always questions about the process, and how your REALTOR® will work with you.

The first question to consider is whether it is to your advantage to work with more than one REALTOR®, or establish a relationship with only one REALTOR® who will represent your interests. This should be an easy decision. Do you want your REALTOR® to represent your interests, or do you want to be on your own?

Where most **Buyers** make a mistake is assuming that since they contacted the REALTOR®, the REALTOR® is working for them. Georgia Law says a REALTOR® cannot represent a **Buyer** unless there is a written agreement between the two parties. There is a Checklist attached that helps clarify some of the things a **Buyer** usually expects from a REALTOR®, but can be done only if the REALTOR® is actually representing the **Buyer**.

You are probably wondering what it will cost you to be represented by a REALTOR®. **The answer is that it usually does not cost you anything!** In fact, a good **Buyers REALTOR®** can save you money, not only by negotiating the best terms of the purchase, but in advising you in all aspects of the transaction. The Seller has already agreed to pay our commission when he places his property with our MLS system, and most private Sellers are glad to pay our commission to secure the sale of their property. We will discuss this in more detail at our “get acquainted” meeting.

Now that you know that you need **Buyer Representation**, you need to carefully select your REALTOR®. If you have a friend or family member who is a REALTOR®, that’s great – but it makes the choice a little harder. When making an investment in **Real Estate**, you want to be assisted by the REALTOR® who will do the best job for you. In **Brain Surgery and Real Estate**, you don’t necessarily want the lowest bidder! You should interview more than one REALTOR® before you make your decision.

The first thing we need to do is talk about your needs, and get to know each other a little. We can do this over the phone if more convenient. At the end of this meeting one of three things will happen:

1. You will decide you want me to represent you;
2. You will decide you want someone else to represent you;
3. I will decide I do not want to represent you.

Any one of the three is OK.

If we decide to work together, this is generally how we will do it:

1. We will thoroughly review the Buyer Brokerage Agreement before you sign it, giving you an opportunity to get answers to any questions;
2. We will determine your price range, with the assistance of mortgage professionals;
3. We will establish the criteria for identifying properties for your consideration;
4. You will select those properties you are interested in, and we will take a closer look;
5. When the right property is found, we will lay out our strategy for securing that property at the least cost to you; we will discuss things like financing options, inspections, attorneys, timing, special stipulations, and other contractual considerations;
6. I will handle the negotiations with the Seller's representative, presenting your offers and advising you on any counter-offers from the Seller;
7. Once an agreement is reached, I will monitor the progress to Closing, making sure that contractual provisions are followed, and keeping you informed. That's a pretty short sentence, but it's at least half of my job as your REALTOR®!

When it's all done, my goal is to have done the type of job for you that will justify you recommending me to your friends and family.

I look forward to the opportunity to prove to you that **“No Other REALTOR® Will Serve You Better!”**.