

WHY A BUYER AGENT?

How Can a Buyer Agent Help me Buy a Home?

A **buyer agent** provides you with complete and professional guidance. This works to protect your best interests. To buy property, you need to:

- Locate and evaluate properties in your price range.
- Determine an offering price.
- Document contingencies, if needed.

Now you will prepare an offer to purchase contract and enter into negotiations. The **buyer agent** will help you to purchase the property at the lowest possible price and on terms that meet your specific needs. Once you have the home under contract, the **buyer agent** will:

- Recommend inspectors to walk through the property.
- Provide guidance if problems arise.

BENEFITS OF USING A BUYER AGENT

When you establish a relationship between the purchaser and the real estate agent, the agent must work in the buyer's client's best interest at all times. This provides the purchaser with the same level of representation traditionally given only to the seller. Having your own personal representative when seeking to purchase property will allow:

1. **Confidentiality.** The agent representing you will not disclose confidential information regarding price and terms, motivation, or anything else of a personal nature to the seller or the seller's agent without your permission.
2. **Loyalty.** The **buyer agent** must work in the buyer's best interest at all times, even if it is not in the agent's personal best interest to do so. This means that means that the agent will virtually do for you what they would do for themselves in the transaction.
3. **Full Disclosure.** Any information gained from the seller or the seller's agent that could be used by you in the transaction will be fully disclosed by the agent you hire to represent you. The **buyer agent** will provide you with all the necessary information needed to make an informed decision as to the property you wish to purchase.
4. The **buyer agent's** job is to locate satisfactory properties for the client: for sale by owner, unlisted properties, new construction, and foreclosures, not limiting their showing to properties they have listed. Any limitations will be documented in the buyer agreement. A listing agent's job is to move inventory of their seller clients.

5. A **buyer agent** assists you with analyzing properties to determine their strengths and weaknesses and performs a lifestyle analysis to determine if the property suits your particular needs. This allows you to make informed comparisons.
6. The agent you hire will do a market analysis on the property you choose and will provide you with an offering range for that particular property. They will then set a negotiating strategy for you to help you acquire the property at the lowest price and best terms possible for your situation.
7. The **buyer agent** will then complete a “buyer friendly” offer to purchase containing the contingencies and protective clauses you need.

These are just a few of the benefits you will receive from having your own personal **buyer agent** when purchasing a home. Most, if not all, **buyer agents** are paid by the seller’s side of the commission expenses. In other words, it costs you nothing, so it makes good sense to have the representation that you deserve.

Joseph K. Kirby has been practicing **buyer agency** for over 15 years. He has a proven record with helping buyers in the purchase of their homes. Give this qualified realtor a call at **410-604-3376** to help you with your next purchase.