

# The Benefits of Working with One Agent

## PROS vs. CONS

### AS A BUYER'S SPECIALIST

1. Pay full attention to the needs of the Buyer
2. Buyer can talk freely, everything said is held in confidence
3. Suggest alternative solutions, increasing the supply of appropriate properties
4. First opportunity to view new listings always given to those who have committed
5. Will give advice accompanied by facts to assist in making an objective evaluation of the property both positive and negative aspects
6. Educate the Buyer by comparing competing and closed properties
7. Educate the Buyer by planning a negotiating strategy
8. Suggest procedures that will strengthen the negotiating position of the Buyer
9. Price counseling will be given to Buyer with all recent sales data
10. Contract will be written with Buyer protective clauses included
11. Financing alternatives will be suggested that have the best interest of the Buyer in mind
12. Negotiate on behalf of the Buyer
13. Continue service of the Buyer during negotiation, by searching for other appropriate properties for the Buyer, to enhance the negotiation position of the Buyer
14. Strengthen the negotiating position of the Buyer by telling about past offers and any other information about the Seller that would aid the Buyer
15. Share all information about the Seller that would aid position of the Buyer
16. Follow through after the purchase contract has been negotiated attempting to solve problems to satisfaction of Buyer
17. Be available to Buyer after closing; keep all information confidential and provide assistance and referrals

### AS A SELLER'S SUBAGENT

1. Maintain loyalty to needs of Seller
2. Tell Seller all that you learn about Buyer that would enhance negotiating for Seller
3. Focus on the property of the Seller only
4. Lower level of responsibility to the Buyer
5. Material facts and positive aspects will be given but negative aspects of the property will not be mentioned.
6. Protect the Seller by not comparing properties
7. No education outside material facts
8. Implement negotiating strategy that will strengthen the position of the Seller
9. Price counseling will be given to support the price of the Seller
10. Contract will be written to protect the Seller from Buyer protective clauses
11. Financing will be directed to protect the interest of the Seller
12. Negotiate on behalf of the Seller
13. During the term of negotiation, continue to market the home of the Seller in an attempt to receive a competing offer for the Seller
14. Maintain the strength of the Seller by not discussing the details of previous offers or financial position or need to sell
15. Share all information about the Buyer that would aid position of Seller; any information about the Buyer must be disclosed
16. Follow through after the purchase contract has been negotiated attempting to solve problems to satisfaction of Seller
17. Be available for the Seller only after the closing

