

“Exclusive agencies are best.”

Changing Times

THE WALL STREET JOURNAL.

“Buyer advocacy appears to be taking off.” “I’ll never buy a house any other way.” – Mrs. Renee Talley, Highland Park, TX



“Many people don’t realize that, unless specifically stated otherwise, brokers are legal representatives of sellers. A buyer’s broker, representing only the buyer, may be able to secure a better price and better terms.”



“Buyer brokers: agents that buyers can call their own.”
“If your real estate agent isn’t a buyer broker, he works for the seller.” “Buyers no longer have to fend for themselves.”



“Agents: How to hire one for your side.” “Most agents who show you homes don’t represent your interests. They work for the seller, and their object is to sell the house at the highest possible price.”

The Washington Post

“You have a whole new evolution of practice in the marketplace,” said Sharon Millett, a Maine real estate broker who headed the 22-member NAR task force that issued the report. Millett said that report’s recommendations are designed to give home buyers and sellers easier access to the “kind of representation” that they want.



“Level the playing field when you buy a home.” “You may get a better deal with your own broker pulling for you.” “The introduction of buyer’s brokers takes a horribly one-sided process and simply makes it fair.” says one broker.



“Buyer’s brokerage is becoming accepted. Unlike a traditional real estate arrangement, under which the agent works for the seller, buyer brokers work for the buyer.”



“Exclusive agencies are best. They remove any conflict of interest, which is the main reason for considering a Buyer Broker in the first place.”



“Unlike the traditional agent who looks out for the seller, a buyer broker acts as your advocate, helping you find the home you want and then negotiating the lowest possible price. The best buyer brokers are so-called exclusive agents - that is, they represent only buyers, never sellers...”

Money

SmartMoney

“Groups such as the Consumer Federation of America and the American Association of Retired Persons recommend using buyer’s agents...The reason is that they work.”

MOBILITY

“Only by using an exclusive buyer agent can a buyer be sure all information is kept confidential. Only an exclusive buyer agent can give the buyer an objective, experienced opinion of the homes viewed to ensure the buyer gets the right home, in the right location, at the right price.”



Consumer Federation of America

“To Buyers: If you want representation, work with a buyer broker. They are legally obligated to represent your interests in any negotiations with sellers.”

Los Angeles Times

“Exclusive buyer’s agents work only for consumers and often can save them money – and they don’t cost more to hire...Buyer’s agents are not tied to any particular property or agency, so they will show buyers any home, even those for sale by owner.”

“Hire a buyer’s broker. When in the market for a home, the best defense is a strong offense.”

worth

**NOT
one
DOLLAR
more!**

“Your goal should be to engage an agent who will represent only *your* interests. Not just a ‘buyer broker,’ but an *exclusive* buyer broker. Make sure that is what you are getting.”

– Joseph Eamon Cummins
Author, *Not One Dollar More!*

“To protect themselves, buyers can retain their own exclusive representative, called a ‘buyer’s broker.’ Your local agent may offer such services, but be aware that buyers’ brokers who also work as sellers’ brokers can sometimes end up on both sides of the deal.”

BusinessWeek

