

# Top 7 Reasons to

## Use a Buyer's Agent

### When Purchasing Your Home

#### 1 IT'S FREE

Using a Buyer's Agent won't cost you anything and could save you thousands of dollars and weeks of time.

#### 2 Full Access to the MLS

The Multiple Listing Service (MLS) is a database of all homes listed by Realtors, and represents roughly 99% of the homes for sale in any given market. It allows your buyer's agent to enter in search criteria, and returns only homes that match those specific parameters. Buyers can find a lot of this information online, but this information is a "watered down" version of the MLS.

#### 3 Representation

Listing Agents enter into legally binding agreements that require them to ALWAYS act in the best interest of the seller. They are the seller's "coach" and will make sure that their clients' best interests are looked after. Luckily, your Buyer's Agent is there to make sure YOUR best interests are accounted for. With your expert Buyer's Agent in your corner, you can rest assured that you're on, at least, even ground with the home seller.

#### 4 Negotiating Power

The MLS maintains a record of, not only all homes listed by Realtors in a given market, but also the sales price of those homes. Your Buyer's Agent will determine a prospective home's Fair Market Value (FMV). This way, you will know whether or not the seller has their home priced fairly. If the home is priced over Fair Market Value, your Buyer's Agent can present your "under asking price" offer with plenty of firepower – and a greater chance that the offer will be accepted.

#### 5 Maximize Your Time with Your Agent's Experience

The average person buys 3-5 homes in their lifetime. Your Buyer's Agent has helped MANY new homebuyers through MANY purchases, and will help you better organize your search & decision making process – saving you valuable time. A good Buyer's Agent will assist in 3-5 home purchases every month. Your Buyer's Agent will know what to expect, and will know when to alert you if anything out of the ordinary occurs.

#### 6 Industry Contacts

It takes a lot of people to close a real estate transaction – Buyer's Agent, Listing Agent, Loan Officer, Inspector, Appraiser, Insurance Agent, General Contractors, and sometimes more! A good agent will come with a strong closing team that has performed in the past, and will continue to perform. A transaction is only as strong as its weakest link – with your strong Buyer's Agent & their closing team, you can rest assured that you will have plenty of support.

#### 7 Peace of Mind

The average person spends around 1/3 of their total monthly income on their home. This is a big decision and you don't want to go at it alone. When you use a trusted Buyer's Agent, you know that your best interests are accounted for, and that you can feel confident in your purchase.