

Benefits of Buyer Agency

Although the typical agency agreement spells out the fiduciary duties an agent must fulfill for the seller, the buyer is often left, in a sense, unrepresented. However, buyers too have the option of being represented exclusively by their own agent.

Consider the following benefits:

- 1) *Loyalty*—The real estate agent must act in the best interest of the buyer.
- 2) *Obedience*—Must follow the lawful instructions of the principal (buyer).
- 3) *Disclosure of all material facts*—Examples, but not limited to:
 - Relationships between agent and other parties
 - Existence of other offers
 - Property's true worth
 - Status of earnest money
 - Seller's financial condition
 - Commission split with other brokers
 - Legal effects of contract provisions
- 4) *Confidentiality*—Any discussions, facts or information can be shared freely with the kind of **CONFIDENTIALITY** you expect from someone working in your best interest.
- 5) *Accounting in dealings*—Reporting of where any money placed for deposits & transaction funds.
- 6) *Reasonable skill and care*:
 - Arriving at a reasonable purchase price and advising buyer of such
 - Affirmatively discovering material facts and disclosing them to
 - Investigating the material facts related to the sale

As a Buyer's Agent, I represent YOU and your interests in the purchase of your new property, not the seller's interests.



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