

# *WestMichiganMortgageHelp.com*

## **Top 10 Reason to Use a Buyers Agent ~ Part I**

1. Accredited Buyers Representatives (ABRs) are specialists. ABRs have special, intensive training in the process of working for home buyers. Using a typical, non ABR agent to help you buy a home would be like going to your family doctor for heart surgery. The job might get done but it would probably not be very successful. Not all real estate professionals are created equally. There are approximately 2.3 million licensed real estate professionals, but only members of the National Association of Realtors® can call themselves Realtors® and only members of the Real Estate Buyers Agency Council can call themselves ABRs. The National Association of Realtors®, composed of about 750,000 brokers and agents provides a Code of Ethics to standardize professional behavior, and it offers advanced educational opportunities to its members, enabling them to offer accredited sub-specialties such as buyer's representation (ABR,) and residential real estate expertise (CRS,).

2. An ABR Can Lower Your Risk Of Losing Money. When you have an ABR as an advocate, you share some of the risk of home buying with your agent. Otherwise, it's buyer beware, and that is not good for you. Incredibly, some states do not have laws or regulatory bodies in place that protect homebuyers in many situations. If you have an ABR as your advocate, he or she will make recommendations that will assure that you are buying a home that is safe, environmentally sound and priced fairly according to the current marketplace.

3. ABRs Work For You At Their Own Risk. Can you name another profession that will go to work for you on a contingency basis? Even attorneys charge by the hour except for some high-risk law suits. You don't typically pay for any services up front with an agent and that is because agents are paid on the back end by the lender's proceeds. When you think about it, that is an incredible endorsement that your lender is willing to finance your brokerage fees. That means you and the seller have no out-of-pocket expenses. Therefore, it's in your agent's best interest to work quickly, diligently, and use all his or her resources to help you meet your goals, or there is no payday. But don't be surprised if your agent asks for a commitment from you in the form of a contract. Wouldn't you do the same if your time and money were on the line?

4. ABRs and Realtors® Understand The Current Market. Real estate professionals have invaluable house-by-house, street-by-street, and market-by-market experience and information which can't be learned overnight. Realtors who have weathered the pendulum swing between buyers' markets and sellers' markets know that the real estate market can turn abruptly. Rising and falling interest rates affect the number of available homes for sale and their prices within weeks or days. All it takes is the entrance or exit of a major employer, and hundreds of homes in a neighborhood can be affected. As neighborhood experts, experienced brokers and agents can help you with home buying strategies and proposals that will get the right house at the best price and terms.

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## **Top 10 Reason to Use a Buyers Agent ~ Part II**

5. Realtors® Have Inventory. Do you want to find a home quickly? With an ABR by your side, you will do exactly that. According to The National Association of Realtors, over four-fifths of existing homes in the United States are represented by real estate brokers. So are 70 percent of new home builders and their products, according to NewHomeNetwork.com. Realtors cooperate with each other through an organization called the Multiple Listing Service (MLS) that allows them to share their current inventory with each other. Your agent can also show you homes outside of the MLS inventory, including for-sale-by-owner homes and new builder homes. However, no full-time, professional Realtors® can be expected to show you this unqualified inventory without a representation agreement that assures him or her of being paid at closing.

6. Realtors® Have Information You Don't Have. MLS data entry can take from one to 10 days, depending on the listing agent, his or her broker, and the rules and technology of the MLS. By the time the home is posted on the Internet, it could already be sold, so when you shop for homes on the Internet, you are probably not seeing the most current inventory. That's why clever agents network with each other. Your agent will tell other agents about you and your wish list in exchange for information about upcoming homes for sale which are not yet in the MLS or the Internet. Sometimes homes are bought and sold this way without a sign ever going into the yard. If you want to be the buyer positioned to make first and best offers on these desirable homes, sign up with an agent and be willing to go under contract. If an agent has found out about a home for sale that has not been listed, whom do you think he or she will tell first - you, or a buyer who is committed to him or her by contract? Again, commitment works both ways.

7. Realtors® Understand The Complexity Of The Transaction and ABRs understand how to write a purchase agreement that gives you maximum benefit and protection. Less than a decade ago, a home could be bought with a two-page contract. Now consumer-mandated seller's disclosures, environmental and structural reports, and other legal documents have turned the home transfer into a potential minefield. ABRs work with contracts daily, and can fully understand which points are harmful and/or beneficial to you. From helping you make a reasonable offer, to providing for the discovery and disclosure of material facts, your agent can also correctly interpret information for you. If you found out the neighbor next door to the house you are buying is building a new fence, would you know to get a new survey ordered? Your Realtor® will make sure that the new fence doesn't encroach on your new property.

8. ABRs Work For You...And The Transaction. Your agent not only represents your interests but also works on behalf of the transaction. Does that seem like a conflict of interest? It isn't. Buyers and sellers are natural adversaries. You want to buy for the least price, and the seller wants the most. Agents must be skilled negotiators to keep pride, ignorance, or stubbornness from getting in the way of a fair deal for both sides. As the buyer, remember that you are the one in control. You can instruct your agent how far to go in negotiations on your behalf. One day, you'll be glad your agent helped you keep your cool when the seller refused to leave that old chandelier.

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## ***Top 10 Reason to Use a Buyers Agent ~ Part III***

*9. Realtors® Offer Flexible Services. Realtors' services are somewhat negotiable. The more risk you ask your agent to take, the higher the fees on the back end (closing) will be. Also, the more your broker serves as your advocate, the more you can expect to pay. New ideas are coming to the real estate industry which allow the consumer to pick and choose real estate services based on what brokers offer in the marketplace. Some offer only full-service brokerage services. Others offer menu services and are paid accordingly. If you want to save some money, be prepared to pay more fees along the way and to shoulder more responsibility.*

*10. You have better things to do with your valuable time than to worry about the hundreds of details involved in buying a home. You can relax, free from worry, while your representative handles all of the details and problems that will invariably come along.*

*If you would like to know more about how an ABR can save you a substantial amount of money on the purchase of your home, just pick up the phone and call us at 616-249-1640, extension 119, or e-mail our free help line at [WhyUseAnABR@RonTiller.com](mailto:WhyUseAnABR@RonTiller.com) We will answer any questions you might have with no obligation whatsoever. Or you can call a FREE RECORDED MESSAGE at 1-88-688 8966 extension 92089 to hear more about it*

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