

Buyer: Only Work With Listing Agents

Agent: Ok, so you are looking to work with a listing agent. May I ask, is that because you hope to save money?

Buyer: Yes, I hear listing agents will reduce their commission.

Agent: You know what, I have heard the odd agent has done that. Did you know when you list your house for sale, the total commission is already pre-determined?

Buyer: No

Agent: Can I share with you what terrifies me about only wanting to work with the listing agent?

Buyer: Sure

Agent: I'm concerned because in your model there is no one looking out for you! Meaning, the listing agent and seller have determined the price that they are going to market the property for. And if the property is overpriced by 5%, do you think the listing agent that has signed a representation agreement with the Seller is going to pull the comparable sales for you that support a lower price or a higher price?

Buyer: Hmmm. I hadn't thought about it like that.

Agent: Obviously they will pull the comparable properties that support the current asking price. So let me ask, if you receive a 1% commission kick back *but* pay 5% over fair market value, how does that feel?

Buyer: Not good.

Agent: You know what is great about having a buyers agent represent you?

Buyer: What?

Agent: Much like the sellers agent who is contractually bound to represent the sellers best interest, you would have us, professional buyers agents, negotiating for you, and representing your best interest. Our *only* objective is to assist you to make an educated, financially sound purchase of your dream home. I promise you, with our teams knowledge, success, and negotiation skills we will save you a lot more than a small commission reduction. *And* there is no fee for you!

Buyer: Really?

Agent: Yes! The seller has *already* agreed to pay our commission. So, why don't we SET AN APPOINTMENT, I'll share with you several proven negotiating strategies that we can use to get you an incredible deal on your new home. What generally works best for you – weekdays or weekends?