

REAL ESTATE 101 (To be a smart home buyer read all topics)

Selecting an Agent

Topic Objective: To inform home buyers what to consider when selecting an agent.

You should use the following hierarchy when considering the options for selecting an agent to assist and counsel you with the process of purchasing a home.

Exclusive buyer agent
Buyer agent certified by REBAC
Designated buyer agent

If your community has an exclusive buyer broker, a broker that never lists homes for sale, you should seek the services of an exclusive buyer agent from that broker. If your community does not have an exclusive buyer broker, you should then search for an agent that has a buyer agency certification by REBAC. If you choose a certified buyer agent be aware that the training received for certification focused more on protecting the agent and broker from liability rather than on how to assist and counsel a client. If an exclusive buyer agent or a certified agent is not an option in your community then secure an agent that will work with you as a designated buyer agent.

DO NOT BUY A HOME THROUGH THE AGENT THAT HAS THE HOME LISTED OR AN AGENT WORKING AT A NEW HOME DEVELOPMENT. THESE AGENTS REPRESENT THE SELLER.

*** IF YOU HAVE NOT READ THE TOPIC ON BUYER REPRESENTATION, DO IT NOW.**

The following characteristics should be considered when interviewing an agent:

Trusting	Candid	Patient
Caring	Ambitious	Results oriented

In an interview meeting you may be able to determine if the agent is candid, caring and patient. However, you should check references among other clients of the agent to learn whether the agent can be trusted. Other clients should also be able to tell you how much ambition the individual has and if he/she achieved the results were expected. When you have completed an interview with the agent, you should ask yourself this question. Was he/she telling me what I wanted to hear or what I needed to know? If your answer is what I need to know, you most likely have an individual you can trust and someone candid enough to tell you what you needed to hear. It is important that your agent have developed a patient behavior as buyers should not be rushed when making the major decisions for selecting the right home.

Prepare for an interview by selecting questions from the following lists.

1. What percent of your time is devoted to working for sellers?
2. How many buyer clients have you secured homes for?
3. How long have you worked as a buyer agent?
4. On the average how many homes do you show a buyer?
5. On the average how much money do you save a buyer?
6. Do you get a higher commission split if your sell one of your company listings?
7. How do you check over a property before you write a contract?
8. Do you provide sold comparables prior to writing a contract?
9. Do you attend the inspections and closing?
10. Tell us about one of your most difficult real estate problems you have had to deal with. What was the problem and how did you solve it?
11. How do you get paid?

12. Will you show us unlisted property like for-sale by owner property?
13. Do you carry errors and omission insurance?
14. Will you provide us the names and phone numbers of your last 4 clients?
15. Will you help us shop for a home loan?
16. Do you show homes on Saturdays and Sundays?
17. Can we start with a 3 day agreement?
18. If you switch to designated buyer agency, how will that affect us?

It is not uncommon for some of the traditional agents to ask you to sign a buyer agency for a 6 month period. Don't commit to anyone for that length of time. If you check references with some of the agent's past clients. Ask this question. Did the agent try to influence you to buy homes as you looked at them? Stay away from agents that use sales techniques. A buyer agent should be serving you as a consultant.

Self Evaluation

1. Your first choice for selecting an agent should be a:
 a. an exclusive buyer agent.
 b. a REBAC certified buyer agent.
 c. a designated buyer agent.
2. A designated buyer agent:
 a. works for a broker that does not list homes for sale.
 b. may often work for the seller by listing homes for sale.
3. REBAC's certified buyer agency training focuses more on avoiding agent/broker liability rather than how to help the buyer.
 True or False
4. You most likely will not be able to determine if the agent can be trusted without checking references.
 True or False

Answers: 1. (a) 2. (b) 3. (T) 4. (T)