

What is a Buyer Representative?

A real estate buyer's representative represents the buyer who is purchasing property in a real estate transaction. Research by the National Association of REALTORS® (NAR) has shown that when a buyer's representative is used, the prospective buyer found a home one week faster and examined three more properties than consumers who did not use a buyer's representative.

The buyer's representative works for the real estate buyer and has the buyer's best interests in mind throughout the entire real estate process. A buyer's representative will:

Evaluate the specific needs and wants of the buyer and locate properties that fit those specifications.

Assist the buyer in determining the amount that they can afford (pre-qualify), and show properties in that price range and locale.

Assist in viewing properties -- accompany the buyer on the showings, or preview the properties on behalf of the buyer to insure that the identified specifications are met.

Research the selected properties to identify any problems or issues to help the buyer make an informed decision prior to making an offer to purchase the property.

Advise the buyer on structuring an appropriate offer to purchase the selected property.

Present the offer to the seller's agent and the seller on the buyer's behalf.

Negotiate on behalf of the buyer to help obtain the identified property -- keeping the buyer's best interests in mind.

Assist in securing appropriate financing for the selected property.

Provide a list of potential qualified vendors (e.g. movers, attorneys, carpenters, etc.) if these services are needed.

Most importantly, fully-represent the buyer throughout the real estate transaction.

Why you should use an Accredited Buyer's Representative (ABR)

Why should you look for the ABR designation before looking for a home? These three letters after a REALTOR®'s name tell you that you will be working with buyer representative who is committed to your best interests. The ABR Designation is awarded by REBAC to those REALTORS® who have met the specific educational and experiential criteria needed to provide the high-level quality service required by REBAC (Real Estate BUYER'S AGENT Council).