

# Client vs. Customer

*What's the difference?*

Question from Buyer	A Customer is	A Client is
Do I want to be represented or go throughout this process alone?	Alone	Represented
Do I want to have an educated agent working towards protecting me at every point?	Vulnerable	Protected
If I tell the buyer's agent confidential information, will they keep it to themselves?	Open to having info shared with seller and listing agent	Kept confidential
Would I like to have someone looking out for my best interest?	Simply a customer	Put before all others
Do I want someone to work for me to make sure I am not being taken advantage of?	Alone against 2 other REALTORS and the seller	Represented exclusively
Do I want someone whose objective is to help me buy a home at the best price?	Worked by 2 REALTORS to try to raise the sales price for the seller	Looked out for and promised the best price
Am I charged for working with a REALTOR to buy a home?	Not Charged by a REALTOR	Not charged by a REALTOR
Would I like help in finding the best home for my lifestyle?	Shown a wide variety of homes with no research behind them	Put first and coached all along the home search
Would I like someone who is familiar with the process and knows several contacts to help with each phase	Left to know of all details and find vendors and services on their own	Explained each step on-going and appointed many professionals to use for each detail

*In order to be represented as a client, all a prospective buyer has to do is ask for a REALTOR to represent them and enter into a mutual representation agreement.*

