

Buyer-Customer or Buyer-Client?

Make sure that you—and your buyers—appreciate the difference.

NEEDS ASSESSMENT	
IF THE BUYER IS A CLIENT <ul style="list-style-type: none"> • Pay full attention to the buyer's needs • Tell the buyer all that you learn about sellers • Keep information about the buyer confidential • Focus on expanding the range of choices to satisfy the buyer's needs 	IF THE BUYER IS A CUSTOMER <ul style="list-style-type: none"> • Maintain loyalty to the seller's needs • Tell seller all that you learn about buyers • Keep information about the seller confidential • Focus on the seller-client's property
PROPERTY SELECTION	
IF THE BUYER IS A CLIENT <ul style="list-style-type: none"> • Find the best property for the buyer-client • Promote the buyer's search • First opportunity to view new listings • All properties are available and viewable; the sale price is negotiable 	IF THE BUYER IS A CUSTOMER <ul style="list-style-type: none"> • Get the best offer for the seller-client • Limit properties to listed properties only • View new listings after buyer-clients • Show only properties listed within buyer's affordability range
VIEWING PROPERTIES	
IF THE BUYER IS A CLIENT <ul style="list-style-type: none"> • Okay to give advice with facts • Educate the buyer • Okay to compare competing properties 	IF THE BUYER IS A CUSTOMER <ul style="list-style-type: none"> • Just the material facts • Protect the seller • Cannot help the buyer compare competing properties
NEGOTIATING THE PURCHASE AND SALES AGREEMENT	
IF THE BUYER IS A CLIENT <ul style="list-style-type: none"> • Give advice with facts • Negotiate on behalf of buyer-client • Strengthen the buyer-client's negotiating position • Share all information about seller • Provide price counseling • Negotiate approved purchase agreement to safeguard buyer-clients • Suggest financing alternatives that may be in buyer-client's best interests • Continue services to buyer-client during negotiations 	IF THE BUYER IS A CUSTOMER <ul style="list-style-type: none"> • Disclose only material facts • Negotiation on behalf of seller-client • Strengthen the seller-client's negotiating position • Share all information about buyer • Volunteer a CMA for the buyer only if it supports the seller-client's listing price • Negotiate approved purchase agreement protective clauses to safeguard the seller-client • Suggest buyer financing alternatives that benefit the seller's interests • Continue services to seller-client during negotiations
FOLLOW THROUGH AFTER THE PURCHASE AGREEMENT	
IF THE BUYER IS A CLIENT <ul style="list-style-type: none"> • Attempt to solve problems to the buyer-client's advantage and satisfaction 	IF THE BUYER IS A CUSTOMER <ul style="list-style-type: none"> • Attempt to solve problems to the seller-client's advantage and satisfaction

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