

BUYERS: YOU NOW HAVE A CHOICE

Most consumers understand that when they list their home with a Realtor, they become a **client** of that Realtor.

Did you know that buyers can also be clients?

Within the past 10 to 15 years, the concept of **Buyer's Agency** has spread across the U.S. But New York City, which is often at the forefront of change, has lagged behind the rest of the nation in implementing Buyer's Agency.

So what is Buyer's Agency and how can you benefit from it?

BUYER'S AGENCY AT A GLANCE

Buyer's Agency exists when a **buyer** hires a Real Estate agent to assist him / her in the home buying process. This process requires a written agreement between the buyer and the agent.

With the execution of this agreement, the agent has a duty to "locate the right home for the buyer and negotiate the best price and terms on the buyer's behalf, maintain the buyer's confidentiality, and disclose all known information about the seller and home to the buyer."

In a Buyer's Agency agreement, the **buyer** is the **client**, while the **seller** is the **customer**.

The Buyer's Agent is able to provide data that enables the buyer to make an informed decision.

Some examples of relevant data include:

- The length of time a given property has been "on the market;"
- The number of price reductions on a given property; and
- "Sold Data" or prices of homes that have recently been sold.

When negotiating with sellers on the price of a property, this information can prove to be critical.

Additionally, a Buyer's Agent previews properties for clients—an enormous timesaver.

A Buyer's Agent is also able to provide confidentiality, when requested.

**Now that you know you have a choice,
wouldn't you prefer to be represented by a
Buyer's Agent when purchasing your next home?**



Joan Camerlengo Realty, LLC
2181 Richmond Road
Staten Island, NY 10306

Tel: +1 718.351.3777
E-mail: camerlengorealty@att.net
Web site: www.camerlengorealty.com