

# Understanding BUYER AGENCY



**FIRSTWEBER**  
— REALTORS® —

*The human side of real estate.™*

firstweber.com

Wisconsin Agency Law Provides for Different Types of Relationships Between Buyer and REALTOR®

## THE TRADITIONAL BUYING PROCESS

In the traditional buying process, a real estate agent working with a buyer without a Buyer Agency contract is, by law, working as an agent of the seller. An agent working without a Buyer Agency contract must still be fair in his/her dealings, but is prohibited by law from giving the buyer critical advice such as a professional opinion of a price or in suggesting negotiation strategies.

## BUYER REPRESENTATION

Buyer Representation (Buyer Agency) was created in response to buyers' desires to have agents work in their best interests as opposed to the sellers' best interests. First Weber was one of the first brokerages to embrace buyer agency and First Weber agents are encouraged to work as Buyer Agents for buyers if at all possible.

## DESIGNATED AGENCY

With Designated Agency, a buyer under Buyer Agency with a broker continues to receive full client services even when purchasing a property listed with another agent in the same brokerage. First Weber, as a full service broker to both buyers and sellers, offers Designated Agency to better serve both buyers and sellers.

## THE BENEFITS OF BUYER REPRESENTATION

SERVICES PROVIDED:	<b>Buyer Representation</b>	Traditional Buying Process
• Express a professional opinion of the seller's asking price, based on a Comparative Market Analysis prepared for YOU _____	<b>YES</b> _____	<b>NO</b> _____
• Recommend and assist YOU with negotiation strategies for best price and terms _____	<b>YES</b> _____	<b>NO</b> _____
• Negotiate exclusively on YOUR behalf throughout the transaction _____	<b>YES</b> _____	<b>NO</b> _____
• Critique a seller's property beyond disclosing defects _____	<b>YES</b> _____	<b>NO</b> _____
• Advise on, write the offer, and draft provisions in YOUR best interests _____	<b>YES</b> _____	<b>NO</b> _____
• Protect your confidentiality _____	<b>YES</b> _____	YES _____
• Treat you honestly and fairly _____	<b>YES</b> _____	YES _____
• Respond honestly and accurately to questions concerning the property _____	<b>YES</b> _____	YES _____
• Provide community data and current market conditions _____	<b>YES</b> _____	YES _____
• Present contract proposals in an objective and unbiased manner _____	<b>YES</b> _____	YES _____
• Accompany you to the closing and assist you throughout the process _____	<b>YES</b> _____	YES _____
• Disclose "adverse material facts" about the property _____	<b>YES</b> _____	YES _____