



# BUYER AGENCY

In the past, when you worked with an agent to find a home, the agent almost always represented the Seller. That meant that while you and the agent may have worked closely together, the agent had a fiduciary responsibility to always act in the best interests of the Seller.

Now you can put the agent squarely and exclusively in your corner. And, with the Revision of this Agency Law, as if July 1, 2006, the agent can even represent you exclusively with Coldwell Banker Listings. Your agent can be your “designated” agent, whenever you want to purchase a Coldwell Banker listing.

We can offer you the opportunity to have you own Buyer’s Agent. If you wish, I would be pleased to serve in that capacity for you. It would mean that we would enter into an agreement in which I would become your agent in your quest in finding a home. I would be responsible only to you—not the Seller. Please carefully read the Broker Disclosure for clients to fully understand this agency choice, and our Wisconsin Agency Law.

Services and Duties Provided	Sub-Agent of Lister	Buyer Agent
Arrange property showings	X	X
Assist with financing	X	X
Provide property data	X	X
Explain forms and agreements	X	X
Monitor closing	X	X
Prepare a property value study	X	X
Provide access to the entire market, both listed and unlisted		X
Promote and protect the buyer’s best interest; advise the Buyer		X
NEGOTIATE the best price and terms for you		X
Point out the reasons not to buy		X
Assist in the offer with the Buyer’s best interest in mind		X
Keep Buyer’s position confidential	X	X
Research property for liens and original purchase price		X
Provide anonymity if desirable		X
Put Buyer’s interest first during the entire buying process		X