



Why Work With A Buyer's Representative?

If you work directly with the Builder's Representative or real estate agent in the builder's model home you are a customer, not a client. If you are represented by your own agent you are a client. Builder's reps and agents are **not** trying to rip you off, but their loyalty is to the builder because that is who they represent

If you are a CUSTOMER the agent or rep will:	If you are our CLIENT your agent will:
be loyal to the builder's needs	represent your needs
Tell the builder everything they know about you	Tell you everything they know about the builder
Keep information about the builder confidential	Keep information about you confidential
Focus on the builder's property	Focus on choices that meet your needs
Provide the facts	Provide the facts plus professional advice
Protect the builder's interests	Protect and guide your interests
Negotiate on behalf of the builder	Negotiate on your behalf
Attempt to solve problems to the builder's advantage and satisfaction	Attempt to solve problems to your advantage and satisfaction

