

Why You Need a Buyer's Agent



You Need a Buyers Agent

Spring signals the start of the busy home buying season. As you traverse the world of open houses, financing, negotiations and contracts be sure you have someone on your team whose only focus is your best interest. Just as there are two sides to every real estate transaction there are Buyer's agents and Seller's agents.

It is human nature to try to get the best price possible on a home purchase. Many believe if they call the name on the sign or work with the builder's representative they are going to get a better deal than if they use an agent to represent them. They are under the notion that if there is only one agent in the transaction the seller will lower the price because there is only 1 commission to pay. If a listing agent tells you they will get you a better deal by going through them you should not walk but run; fast.

The listing agent's responsibility and loyalty is to the seller. In almost all cases a listing agreement is already in place which specifies the amount of commission that will be paid to the Broker upon the sale of the house. Unless that agreement states that a lesser commission will be paid if the property is sold by the listing agent the full commission is due to the Broker. Since the real estate sales commission is paid by the seller from the proceeds of the sale of the house it does not make sense for a buyer to not have their own representation.

Buyers; use caution when calling on a listing or the name on the sign or attending an open house. Know who you are talking with. It is easy to compromise your position without even knowing you have done so. Anything you say to a listing agent can be used against you; it is the agent's duty to inform the seller of anything that pertains to the sale of their home. It is easy to say too much when engaged in friendly conversation.

When you call in your own agent you get a person whose primary duty is to help you get the best deal they possibly can. He/she will help you with your due diligence; review county records, look up recent sales for the home and the surrounding neighborhood, review title for liens, encumbrances and CCR's. When you are ready to submit your offer to the seller your agent is one more layer of negotiation experience to support you not only negotiating the sales price but also the inspection.

First time or third time homebuyers need to make an informed decision and use sound judgment when making a purchase this large that if done wrong can have repercussions long after close, both financial and otherwise. Get a qualified agent that will focus on your best interests, it will be the best investment you can make.



**Cathy Staup is
your key to
investing in
real estate
206-276-1070**

A vertical real estate advertisement. At the top is a small image of a house. Below it, the text reads "Buyers & Sellers". Underneath is the slogan "The Path To Your Real Estate Dreams" in a script font. The name "Cathy Staup" is prominently displayed in a large, bold, serif font. Below her name is the text "Your Puget Sound Real Estate Expert" in a smaller font. At the bottom, there is a button that says "Preview Properties".

**Buyers
&
Sellers**

*The Path To Your
Real Estate Dreams*

Cathy Staup

Your Puget Sound
Real Estate Expert

Preview Properties



Experienced Real Estate expert, Cathy Staup of Cathy Staup Homes in Puget Sound, WA specializes in quality properties in Snohomish County and north and east King County. Buyers, Investors and Sellers alike benefit from her market experience, negotiation skills, ability to adapt and excel in a constantly changing and electrically-charged industry.

It really pays
to use a
buyer's agent

Creating confident consumers is the driving force behind Cathy's mission. In addition to traditional sales and marketing of homes and property Cathy Staup Homes offers real estate education and consulting services.

Visit <http://www.positivepathhome.com> for up to the minute information about the housing market.

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