

Benefits of Buyer Representation

UNDERSTANDING AGENT VALUE IN THE PURCHASE PROCESS



A Comprehensive Guide to Understanding
Agent Value in the Purchase Process



1. Your Trusted Real Estate Advisor

Buying a home is one of the largest investments you will make. A trusted real estate advisor can act as your expert guide to negotiate on your behalf, navigate the hundreds or thousands of pages of disclosures, reports, and contracts that can help you avoid common mistakes made by buyers.

Leverage the Sotheby's International Realty Brand

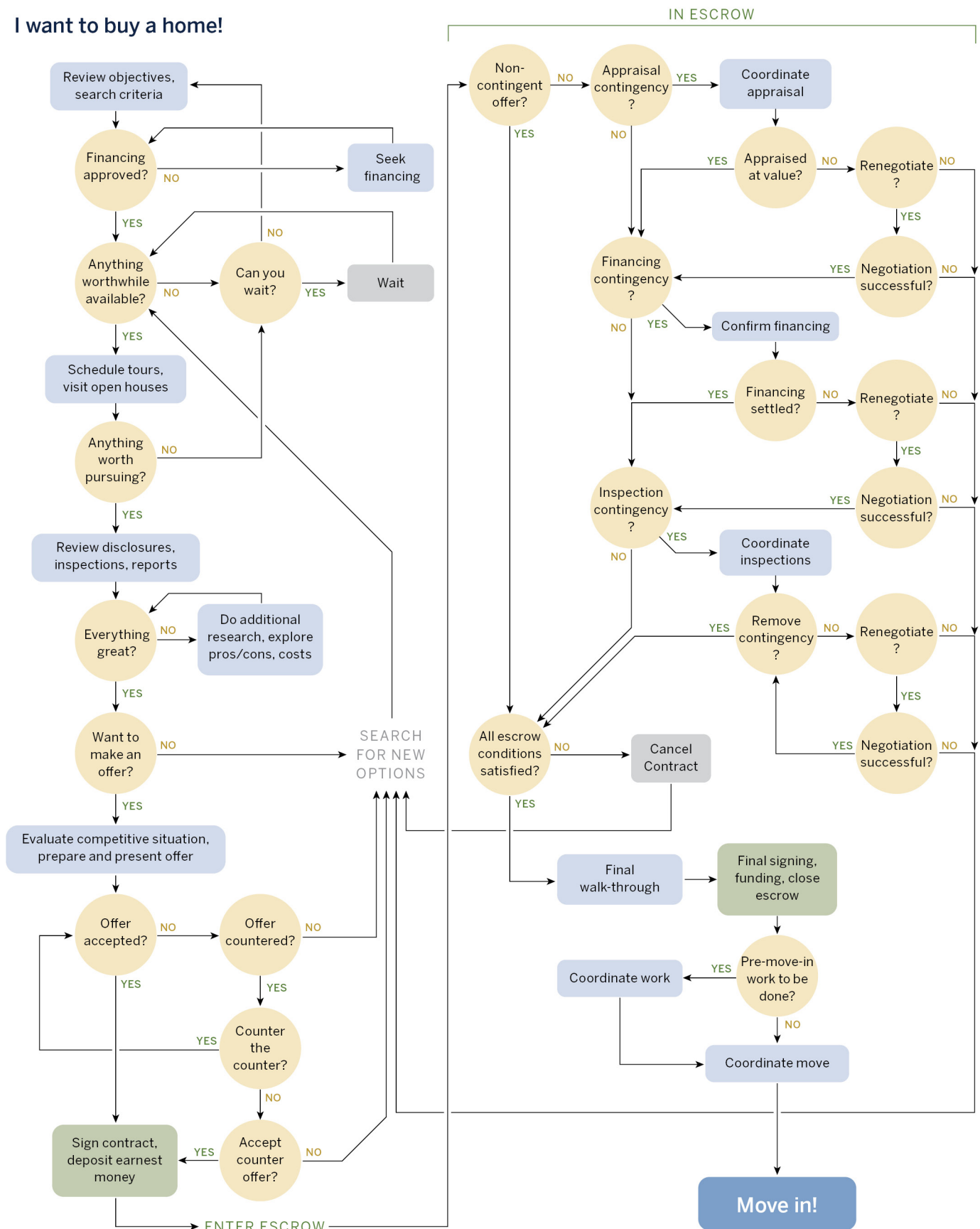
Sotheby's International Realty is a globally recognized brand that lends credibility to your offers and elevates your representation. Our success is defined by our deep commitment to our clients. This trust has been built over 270 years of Sotheby's selling their client's most valuable treasures.

Navigating the Home Purchase Process

Having an experienced professional as your guide offers a competitive advantage when searching for your home and accessing local resources. An Agent's broad perspective and expertise can provide a stabilizing force to assist you through what can be a challenging process.

2. Navigating the Home Purchase Process

I want to buy a home!





3. Initial Consultation

An initial meeting is important to understand your home-buying needs and to develop a strategy to help you successfully make a purchase.

Understanding Your Real Estate Goals

- Purchase time frames
- Past experience with real estate purchasing
- Risk tolerance
- Financing and stage of pre-approval, if a loan is needed

Refining Property Search Criteria

- Location and neighborhood
- Price range
- Size of home, style, amenities
- Specific requirements and non-negotiables
- Condition of home and flexibility to make improvements
- School districts, commute, walkability, etc.



4. Benefits of Exclusive Buyer Brokerage

Your Agent will prepare a contract outlining their services so they can commit to assisting you with your home purchase transaction. As your exclusive Agent, they will be assisting you with many tasks. Below is a brief overview of some of the areas where Agents demonstrate their value and contribute to a successful purchase.

- Provide an overview of the current market dynamics and challenges
- Create a purchase strategy
- Assist with procuring financing
- Evaluate purchase price range
- Setup listing alerts
- Schedule property tours, both privately and of open homes
- Provide access to Off-Market, Coming Soon and Pocket Listings, as available
- Review disclosures and reports on selected homes
- Evaluate and negotiate the offer
- Recommend vendors for inspections
- Oversee inspections, deadlines, and required documents
- Assist with a seamless closing on your new home



5. Understanding Brokerage Compensation

Brokerage Commission

Similar to the Listing Agreement provided to Sellers, Buyers can complete a contract for professional services between themselves and their Agent. This also confirms the compensation for the Buyer's Agent and Brokerage. It should be noted that the amount a brokerage charges is not fixed by law, the commission amount is negotiable, and brokerages may set minimum fees.



6. Who Pays Commission?

Seller Paid Brokerage Commission

When listing a property for sale, Sellers complete a Listing Agreement to authorize payment to the Listing Broker. In most cases, the Listing Agreement also offers a commission amount to be paid to the Broker representing the Buyer, which is then listed in the MLS.

Buyer Paid Brokerage Commission

A Buyer Brokerage Agreement allows your Agent to represent you even when no offer of commission is published on the MLS. Your Agent can search for properties that are not in the MLS, and may be For Sale by Owner, Off-Market, or Coming Soon – as the Buyer Brokerage Agreement covers the payment for buy-side representation.



7. Agent Value – 10 Important Benefits

When you hire a real estate Agent and pay them a commission, you're not just compensating them for the time and effort they put into one transaction; you're also benefiting from their years of experience and expertise. Below are ten important benefits:

1. **Deep Knowledge:** Real estate Agents have in-depth knowledge about the local real estate market, including pricing trends, neighborhoods, and what buyers or sellers are looking for. They can use this knowledge to guide you to make informed decisions.
2. **Negotiation Skills:** An experienced Agent has honed their negotiation skills over many transactions. They can help you get the best price for your property or help so you don't overpay for a new one.
3. **Networking:** Real estate Agents have a vast network of professionals, from inspectors to mortgage brokers, which can be invaluable during the buying or selling process. Their relationships can speed up processes or uncover opportunities you might not find on your own.
4. **Understanding of Forms:** Real estate transactions involve a lot of legal paperwork. An experienced Agent understands the ins and outs of these contracts and can help you navigate them, reducing the risk of costly mistakes.
5. **Problem Solving:** Every real estate transaction has its unique challenges. An experienced Agent has likely encountered and overcome many hurdles and can use that experience to address any issues that arise.



7. Agent Value – 10 Important Benefits (continued)

6. Time Saving: While you might see the Agent during showings or closings, there's a lot of behind-the-scenes work they do – from researching properties, coordinating with other Agents and handling paperwork. Their expertise streamlines the process, saving you time.
7. Emotional Buffer: Buying or selling a home can be emotionally charged. An Agent serves as a buffer, ensuring that emotions don't cloud judgment or derail a transaction.
8. Future Guidance: Many Agents provide value even after a transaction is complete, offering advice on home improvements, market trends, or when might be a good time to buy or sell again.
9. Risk Mitigation: Mistakes in real estate can be costly. Whether it's missing a disclosure or not understanding a contingency in a contract, an experienced Agent can help mitigate these risks.
10. Continual Learning: The real estate market and its regulations are continually evolving. Experienced Agents invest in ongoing education and training to stay updated, ensuring they provide the best service to their clients.

In essence, the commission is compensation for thousands of hours the Agent has already invested to develop the knowledge and understanding needed to guide you to a ratified offer and through the close of escrow.



8. Navigating Steps to a Successful Purchase

Each homebuying journey is unique, just like our clients. The following is a list of items your Agent can assist you with on your request that may be part of your home purchase process.

Providing Financing Assistance

Financing and good lender relationships are important. We can recommend a variety of loan officers who can help you financially prepare to purchase your home. Your Agent can:

- Provide a list of lenders who can pre-approve you and confirm the property price range
- Suggest that you obtain loan Pre-Approval subject to the property selection
- Provide any requested contract documentation
- Show the property to the Appraiser and provide supporting comparables



9. Locating and Viewing Properties

Our Agents view properties continually, follow local market dynamics, and guide you in finding the right home. Your Agent can assist by:

- Set up automated Listing Alerts that meet your search criteria
- Present off-market or pre-market listings as they arise
- Communicate with Agents to schedule and set up private showings
- Map out and tour properties together
- Recommend properties that are available to view at Open Houses
- Provide Market Reports
- Review the pros and cons of each home after viewing



10. Evaluating Selected Properties

We can help you assess how your selected property compares to others on the market and to homes recently sold. One benefit of having a trusted real estate advisor is their familiarity with required disclosures, recommendations for inspectors, and experience with reviewing reports.

- Your Agent will request the Disclosure Package and other information from the listing Agent
- Discuss with your Agent if you want to get any additional inspections or reports and determine the timeframe for needed contingencies
- If the home is in a Home Owners Association (HOA), and the Seller has not provided the HOA documents, the Agent can explain the typical timing of the process to receive and review the documents
- Recommend a Title and Escrow Company



11. Writing Competitive Offers

When we locate a property that meets your needs, we can provide information to assist you in determining an offer price and terms, and then negotiate on your behalf to help you win the sale.

- Communicate with the listing Agent to get the best information possible about competing offers and sellers' preferences regarding terms, and the timeline for offer submission.
- We can review comparable sales and discuss the price and terms that can best position your offer.
- Our Agents can prepare a compelling offer with the relevant and required advisories and disclosures, and can submit the loan approval letter and proof of funds with the offer.
- Get signatures on offer documents to provide a complete offer.

Presenting Your Offer

Presenting you in the best light can be helpful in securing the winning offer. What may not be evident at the outset is the value of having an Agent with a trusted brand and good reputation in the eyes of other Agents, who are often a key factor in helping their clients assess competing offers.

- Present the offer in person or by email in a timely manner
- Maintain communication and forward any counter-offers for review
- Negotiate on your behalf and write any addenda or subsequent counter-offers



12. Opening Escrow

Congratulations! This is just the start of the transaction process. Your Agent will guide you through the requirements that are contained in your accepted offer.

- Open escrow at the selected Title Company
- Educate on wire fraud concerns and that you communicate directly with your trusted Escrow Officer regarding any wiring, account, or transfer information



13. Physical & Other Inspections Contingencies

There may be numerous contingencies, and our Agents will help you navigate through them. If you have an Inspection Contingency this will allow you to order further inspections and reports to get more information about the property.

- Your Agent can recommend or help you locate inspectors for all the inspections you want to undertake
- Call inspectors to check on their schedules, and set up inspection appointment times
- Forward and review Inspection Reports with you
- Communicate with your lender as requested
- Assist the Appraiser with access to the home and provide comparables, as needed
- Provide resources for Homeowners Insurance and options – this is a critical step in the process given the current insurance climate
- Assist you in making repairs, if applicable
- Remove any remaining contingencies



14. Completing the Closing Process

- We can recommend a variety of vendors to assist you with the completion of your home (movers, landscapers, cleaning service, and home maintenance)
- Arrange for a final walkthrough of the property
- Provide resources for a Home Warranty Policy
- We can accompany you to the closing signing

Congratulations on your home purchase.

This guide is a separate resource and doesn't modify or add to your existing agreements with your agent. We hope it helps you through a successful home buying experience.

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Nothing compares to what's next.



Leah Ball is Palm Beach County's premier luxury and coastal real estate expert, with a sterling reputation cultivated since 2002. Known for her integrity, market savvy, and leadership, Leah exceeds expectations with personalized service tailored to discerning buyers and sellers.

Leah's business acumen and innovative approach ensure seamless transactions, while her negotiation skills are unmatched, making her a sought-after problem-solver in the industry.

Leah's passion is evident in her unique marketing strategies and knack for finding the perfect investment for her clients. With a client base that doubles as a circle of friends, Leah's commitment to excellence is unmatched, making her the top choice for those seeking a truly exceptional real estate experience in Palm Beach County.

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