



CLIENT OR CUSTOMER?

CLIENT LEVEL SERVICE

- Evaluate the specific needs and wants of the buyer and locate properties and amenities that fit those specifications.
- Provide and interpret real estate statistics and information of property.
- Assist with financing by referring to financing professional.
- Review and explain all legal documents. Give advice on structuring an appropriate offer to purchase the selected property.
- Recommend professionals such as lenders, inspectors, insurance agents, attorneys, etc.
- Monitor closing.
- Fairness, honesty, and care in answering questions.
- Treat all parties honestly.
- Disclose material defects known to be in the seller's property.
- Give advice and counsel.
- Assist the buyer in making an objective comparison of competing properties.
- Research selected properties to identify any problems or issues to help the client make an informed decision prior to making an offer.
- Help the buyer develop a negotiating strategy.
- Provide a cma to help client decide what price to offer.
- Tell a buyer that you think a property is overpriced.
- Point out reasons not to buy.
- Tell the buyer how long a property has been on the market.
- Indicate that the seller may take less than the listed price.
- Present the offer to the seller's agent and seller on the client's behalf.
- Keep client's bargaining position confidential.
- Use negotiating techniques that attempt to get the seller to accept a buyer's offer.
- Promote the best interests of the buyer throughout the process.
- Keep the buyer's confidences confidential, except as required by law.

CUSTOMER LEVEL SERVICE

- Identify properties and facilities such as schools, shopping centers, and places of worship.
- Provide real estate statistics and information of property.
- Assist with financing by referring to financing professional.
- Provide preprinted real estate form contracts; act as a scribe in the preparation of form contracts.
- Locate relevant professionals such as lenders, inspectors, insurance agents, attorneys, etc.
- Monitor closing.
- Fairness, honesty, and care in answering questions.
- Treat all parties honestly.
- Disclose material defects known to be in the seller's property.