

## The Purchase and Sale Agreement - Summary of Difference

Buyer-Customer	Buyer-Client
Disclose only material facts about the property to Buyer-Customer	Educate the Buyer
Negotiate on behalf of Seller-Clients	Negotiate on behalf of Buyer-Clients
Volunteer a CMA for the Buyer only if it supports the Seller-Client's listing price	Provide price counseling for a Buyer-Client
Attempt to negotiate approved protective clauses into the purchase agreement to protect Seller-Client	Suggest approved protective clauses for the purchase agreement to protect Buyer-Clients
Suggest financing alternatives to the Buyer-Customer in order to help benefit the Seller-Client's interests	Suggest financing alternatives that may be in Buyer-Client's best interests
Continue services to Seller-Client during negotiations	Continue services to Buyer-Client during negotiations
Strengthen of the Seller-Client's negotiating position	Strengthen the Buyer-Client's negotiating position
Share all information about Buyer	Share all information about Seller

\*The chart above is from the ABR program

After seeing the difference of what being a client versus a customer is, can you see the benefits of being represented? Per Georgia law we cannot give you professional advice unless we have a client relationship with our buyers.

As a Customer, your relationship with a realtor is limited. A realtor is only allowed to perform ministerial acts such as providing you information and showing you homes. Realtors cannot give you professional advice on important matters such as structuring your offer. Realtors cannot suggest what price or terms would be beneficial or what special stipulations to include in the offer. Realtors are only allowed to fill in the blanks on the contract with what you tell them.

When you enter into a Buyer Brokerage Agreement, you become a Client. As a Client, you establish a professional relationship with me, your Realtor. You will receive all my real estate knowledge to make sure you avoid the pitfalls many unrepresented buyers experience. I will advise you every step of the way and keep you well informed so you can make educated decisions. My job is to protect you, make sure deadlines are adhered to, and ensure that you have a great home buying experience.

***The Seller pays my commission so my services are free to you.***

Let me make your home buying experience more enjoyable and less stressful. Buying a home is one of the **largest** investments you will ever make; let a Realtor help you make a **secure** investment.