

# SELLER'S AGENT VS BUYER'S AGENT

Under Wisconsin law, a Realtor working with a home buyer may represent either:  
 :: You, the buyer (under a Buyer Agency Agreement)  
 :: The seller (Sub-Agency /Seller's Agent)  
 :: You, the buyer AND seller (Multiple Representation/Designated Agency)

## Seller's Agent

:: Buyer is free to work with any real estate agent

## Buyer's Agent

:: Buyer has formal agreement with one agent representing the buyer's best interest

### Needs Assessment

:: Maintain loyalty to sellers needs  
 :: Focus on sellers property and not take action to make buyer think appropriate properties are in great supply

:: Pay full attention to needs of the buyer  
 :: Suggest alternative solutions to buyers needs, thus increasing the supply of appropriate properties

### Property Selection

:: Find best buyer for the seller  
 :: Show properties listed only within buyer's affordability range

:: Find the best property for the buyer  
 :: Show properties in many price ranges as the agent may be able to negotiate a lower price

### View Properties

:: Material adverse fact only  
 :: Protect seller by not comparing competing properties

:: Give advice accompanied by facts  
 :: Educate buyer by making objective comparison of competing properties

### Negotiating The Purchase Agreement

:: Will not disclose any negative aspects of property that are not material adverse facts  
 :: Provide comparable statistics only if it supports the sellers list price  
 :: Implement negotiating strategies and techniques on sellers behalf  
 :: Continue to market sellers property in an attempt to obtain better competing offer

:: Educate buyer by planning negotiating strategy  
 :: Provide price counseling by sharing comparable statistics  
 :: Implement negotiating strategies and techniques on buyers behalf  
 :: Continue to search for other properties for buyer to enhance buyers negotiating position

### Follow Through After Purchase Agreement

:: Attempt to solve problems to seller's satisfaction

:: Attempt to solve problems to buyer's satisfaction