

**THE QUESTION IS ....**

# **HOMEBUYER EXPERTS**

A SHORT INTRODUCTION



**....WHO WOULD YOU CHOOSE?**

# To coach you in the championship game?

- A.** The ball boy?
- B.** A salesman from the local sporting goods store?
- C.** The coach from the opposing team?
- D.** Your biggest fan sitting in the 5th row?
- E.** A coach that has a proven track record for winning?



# To defend you in an important lawsuit?

- A. The person accusing you?
- B. Someone that has tried and won your type of case many times?
- C. Your brother-in-law that watches Law and Order every week?
- D. The prosecuting attorney?
- E. The clerk in the law library?



# To perform surgery on your heart?

- A. A Cardiologist?**
- B. Your sister that faithfully watches Grey's Anatomy and Private Practice on TV?**
- C. The family doctor?**
- D. An Orthodontist?**
- E. An assistant on the Doctor's team?**



If you answered  
E - B - A  
then you are correct!

**E.**

A coach that has a proven track record for winning?

**B.**

Someone that has tried and won your type of case many times?

**A.**

A Cardiologist?



**EBA** - **Exclusive Buyer Agent**

**Now, who would you choose....**  
**....to help you purchase your next home?**

~ An EBA ~

Someone that specializes in  
only Home Buyers.  
Remaining on your side and in  
your corner 100% of the time.

~ A Traditional Agent ~

Someone that divides their  
interests between buyers and  
sellers and may by law have to  
hide things from you about the  
house you want to buy.

Exclusive Buyer Agent (EBAs) work solely for buyers,  
avoiding the conflicts of interest inherent in the traditional seller-oriented  
purchase transactions. This unique relationship of committed trust and care  
assures buyers the best possible home buying experience.

# What people are saying about Exclusive Buyer Agency

## **U.S. News & World Report**

“Buyers no longer have to fend for themselves”

## **Money Magazine**

“What’s more, Buyer’s Brokers are more apt to point out any flaws they see in the homes they show. I really got the feeling he was working for me.”

## **HUD**

“Although these agents and brokers provide helpful advice, they may legally be representing the interests of the seller and not yours. If you want someone to represent only your interests, consider hiring an “exclusive buyer’s agent,” who will be working for you.”

## **Paula Lyons, Good Morning America**

“In fact, the law prohibits traditional brokers from negotiating anything that would cost the seller...” She goes on to say that “Steve Brobeck of the Consumer Federation of America feels that brokers who represent buyers exclusively are the best way to go.”

## **Agency Law Quarterly**

"In fact the differences are crucial. A broker who works for the seller is duty bound to negotiate the highest possible price for the property."