



# The Favor Hamilton Group

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## I'M YOUR BUYER AGENT

*"Nobody Works Harder Or Smarter For You. Call me today!"*

### UNDERSTANDING BUYER AGENCY:

Wisconsin Agency Law Provides For Different Types  
Of Relationships Between Buyer And Realtor®

#### The Traditional Buying Process

In the traditional buying process, a real estate agent who is working with a buyer without an agency contract is, by law, working on behalf of the seller.

#### Buyer Representation

Buyer Representation (Buyer Agency) was created in response to buyers' desires to have agents work in their best interests as opposed to the sellers' best interests.

#### Multiple Representation

Multiple representation occurs when one agent within a brokerage firm provides, by contract, brokerage services to more than one client (Buyer/Seller) in a transaction with the consent of all the clients. Wisconsin law requires specific disclosures to both Buyer and Seller in such transactions.

### *The Benefits Of Buyer Representation*

SERVICES PROVIDED:	<b>Buyer Representation</b>	Traditional Buying Process
• Express a professional opinion of the seller's asking price, based on a Comparative Market Analysis prepared for YOU	<b>YES</b>	<b>NO</b>
• Recommend and assist YOU with negotiation strategies for best price and terms	<b>YES</b>	<b>NO</b>
• Negotiate exclusively on YOUR behalf throughout the transaction	<b>YES</b>	<b>NO</b>
• Critique a seller's property beyond disclosing defects	<b>YES</b>	<b>NO</b>
• Advise on, write the offer, and draft provisions in YOUR best interests	<b>YES</b>	<b>NO</b>
• Protect your confidentiality	<b>YES</b>	<b>YES</b>
• Treat you honestly and fairly	<b>YES</b>	<b>YES</b>
• Respond honestly and accurately to questions concerning the property	<b>YES</b>	<b>YES</b>
• Provide community data and current market conditions	<b>YES</b>	<b>YES</b>
• Present contract proposals in an objective and unbiased manner	<b>YES</b>	<b>YES</b>
• Accompany you to the closing and assist you throughout the process	<b>YES</b>	<b>YES</b>
• Disclose "adverse material facts" about the property	<b>YES</b>	<b>YES</b>