

## *Do I have to sign a written buyer agency agreement if I want Carolina Buyer's Agent to represent me?*

If you want any agent to represent you, then you will need to sign a buyer agency agreement prior to writing an offer on the home you want to purchase, *regardless of whom you hire to represent you*. But just as sellers will interview several agents to evaluate their qualifications before they hire a listing agent, *buyers should do the same*. After all, your home is one of the most expensive investments you'll ever own - so you want to make sure you hire the most qualified and skilled buyer's agent to represent you!

Many agents are willing to show you homes with only an "oral" buyer agency agreement. But later, if you decide to purchase one of those homes, then you may be obligated to use the agent who first showed you that home, *regardless of whether you signed a written buyer agency agreement or not*.

**Carolina Buyer's Agent will protect your best interests with a written buyer agency agreement that explains in advance the services you will get, and how much we will be paid. Our agreement also states that if you are not satisfied with our services, then you can cancel the agreement at no cost to you.**

*After four years listing and selling homes with a traditional real estate brokerage, I saw the need for a firm that specialized in buyer representation only, so I opened Carolina Buyer's Agent in 1998.*



*Because we're one of the few real estate firms in the Charlotte area that doesn't take listings or represent sellers, you'll benefit from our negotiating expertise without ever risking "dual agency" at any time during the purchase process. This brochure will help you see the unique advantages you'll get when you choose Carolina Buyer's Agent to represent you!*

*Carolina Buyer's Agent can be your Exclusive Buyer's Agent (EBA) on any home for sale in the Charlotte area, including for-sale-by-owner homes, at no additional cost to you! We'll help you select the most desirable homes from the full range of homes on the market in the Charlotte area.*

*If you are considering new construction, Carolina Buyer's Agent will help you compare builders and find out who is offering special incentives, discounts on inventory homes, and close-out specials. We'll coordinate the structural and mechanical inspections on your behalf with the builder as each phase of construction on your new home is completed.*

*It's easy to overpay for a home that is "loaded" with builder options - Carolina Buyer's Agent will do a "Comparative Market Analysis" of the other homes in the community to make sure you're not paying too much for your new home. And best of all, the builder will pay our fee on your behalf!*

*Search the full range of Charlotte area homes for sale, including for-sale-by-owner homes at CarolinaBuyersAgent.com, and put the expertise of an Exclusive Buyer's Agent to work for you!*

*Julie P. Tuggle, Broker/Owner  
Carolina Buyer's Agent*

**Carolina  
BUYER'S AGENT**  
CarolinaBuyersAgent.com  
Charlotte, NC 704-366-0542

# Working With an Exclusive Buyer's Agent

*Questions to ask  
before you start  
working with  
any agent*



## *What's the difference between a "dual" agent and an "exclusive" buyer's agent (EBA)?*

The difference is that if your agent is not an "exclusive" buyer's agent and you become interested in a home listed by your agent or your agent's firm, then your agent will ask you to sign a "dual agency" agreement. This agreement allows your agent to represent you as a "dual" agent, and allows your agent's firm to represent the seller's best interests, too.

As your "exclusive" buyer's agent, you will *never* risk "dual agency" with Carolina Buyer's Agent because we represent *buyers only* - we don't list homes or represent sellers - *ever*.

## *How can an EBA help me decide how much to pay for the home I want to buy?*

If your agent doesn't adjust for the market conditions and for the features of the home you want to buy, then you risk overpaying for your next home.

Carolina Buyer's Agent will always give you a written Comparative Market Analysis that will adjust for these variables so you will know the market value of the home you want to purchase. Then we'll help you develop an offer strategy that will give you the negotiating advantage throughout the home purchase process!

## *Who will present my offer to the sellers?*

Most agents do not ask to present their buyer's offer to the seller in person, so the listing agent presents it instead. But this may put you at a *negotiating disadvantage*. The listing agent represents the *sellers*, so he or she would not be able to promote your best interests during the offer presentation.

**Carolina Buyer's Agent will always present your offer face-to-face to the sellers and the listing agent at the same time whenever possible. If the sellers have any questions about your offer, then we will be present to answer them on your behalf, or contact you for an answer immediately.**

## *Who is responsible for paying my agent's fee?*

With your permission, the seller can pay your agent's fee on your behalf. If the seller offers to pay a bonus amount in addition to the fee, then your agent must get your permission to keep the bonus, too.

**You can authorize the seller to pay our fee on your behalf, just like with any agent. And if the seller is offering a bonus amount over and above our fee, we'll rebate 100% of the bonus amount back to you at closing!**



*One of the ways Carolina Buyer's Agent gives you the negotiating advantage is by promoting the advantages of your offer to the sellers in person at the offer presentation.*