

# Introduction

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Serving Merrimack Valley & Southern NH



# What are the different types of Real Estate Agency Relationships?

## ▶ Seller's Agent

A seller agent works with the homeowner who is selling their home. All fiduciary duties are owed to the seller, they are responsible to the seller, and all the duties are done for the seller's benefits.

## ▶ Buyer's Agent

A buyer's agent works with the homebuyer. All fiduciary duties are owed to the buyer, a buyer agent should protect the buyer's best interests, working to find the right home, inspector, and negotiate with the seller to get the best price possible.

## ▶ Dual Agency

A dual agency is one that represents both the buyer and seller. In a dual agency, the seller and buyer agree to terms that prevent information from being spread to give one side an advantage over the other.



## BUYER AGENT'S ROLE

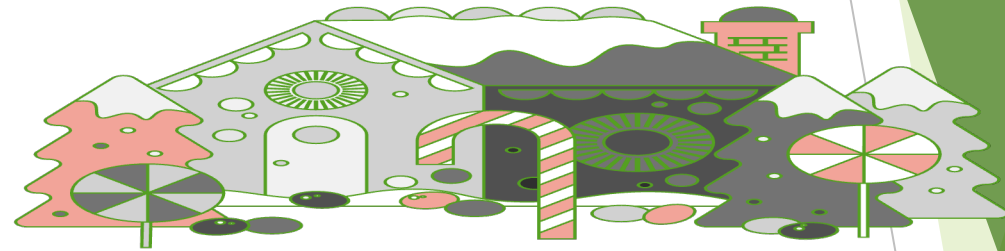
- ▶ Find the home for sale
- ▶ Know the area inside and out
- ▶ Set up tours/attend open house
- ▶ Help the buyer to making the decision when making an offer
- ▶ Attend Home Inspection
- ▶ Negotiate with the seller
- ▶ Refer you to other professionals (Attorney, Home Inspector, Mortgage Lender)
- ▶ Help you understand the current market conditions
- ▶ Acts as your advisor during the whole home buying process

# What is MLS?

- ▶ MLS stands for Multiple Listing Service or an Entry Only Multiple Listing Service. The MLS is a powerful tool to help listing brokers find cooperative brokers working with buyers to help sell their client's home. Once the MLS listing is active, the listing becomes publicly available for consumer to view on Zillow, Realtors, Redfin, etc.
- ▶ MLSs are private databases that are created, maintained and paid for by real estate professionals. In most case, access to information from MLS listings is provided to the public free of charge by participate brokers.

# Today's Market

## Seller's Market



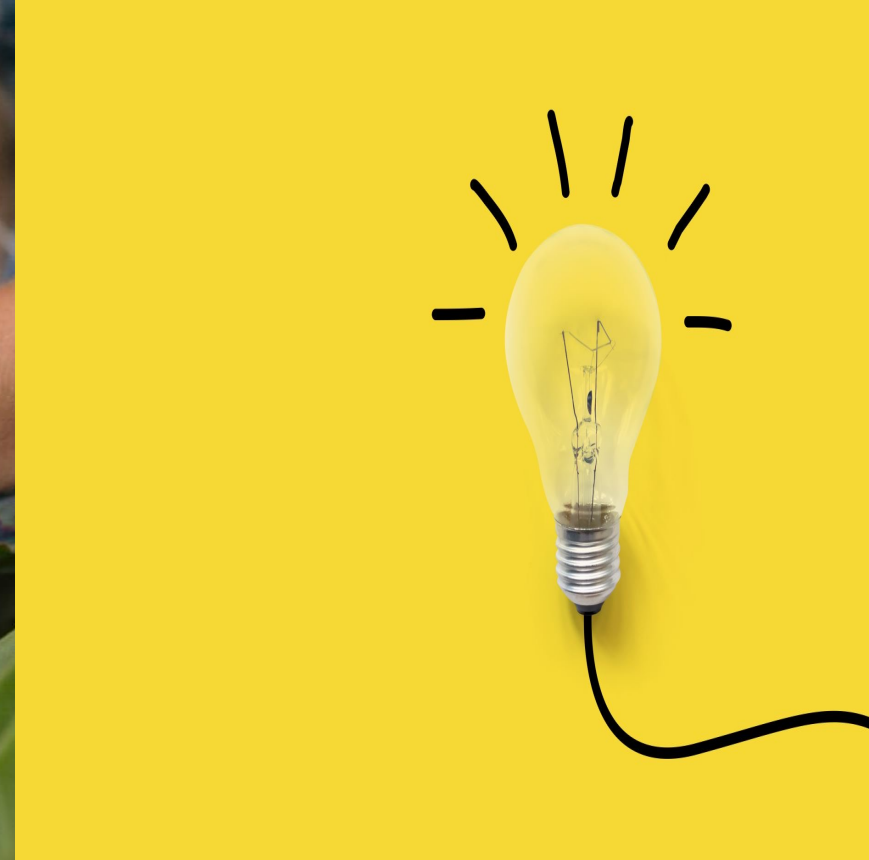
The supply of homes for sale is low when compared to the number of buyers in a real estate market. The demand for property is higher than the supply.

# How to Win in a Seller's Market?

- Have your paperwork ready
- Be flexible
- Make it a priority
- Work with a buyer agent
- Avoid additional requests
- Consider making a larger earnest deposit

# Mistakes to AVOID in a Seller's Market

- ▶ Waiving Home Inspection Contingency
- ▶ Waiving Home Appraisal Contingency
- ▶ Waiting to buy a home
- ▶ Hesitating (First Time Home Buyer)
- ▶ Not Putting Your Best Foot Forward
- ▶ Not Being Realistic
- ▶ Being Too Focused on Price
- ▶ Not Working with a Seasoned Professional



Any Questions?





Thank you



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