

Working With Real Estate Agents

SELLER AGENCY

All the Real Estate Agents are on the Seller's side of the (fence) transaction.

All agents (including the agent who sells you the home) are Agents for the Sellers and have a duty to represent the Seller's best interests, including:

- Negotiate for the highest price possible
- Structure the transaction to the Seller's advantage

**Listing Agent is
Agent for the Seller**

Sellers

**Selling Agent is
Subagent for Seller**



Buyers

BUYER AGENCY

The selling Real Estate Agent is on the Buyer's side of the (fence) transaction.

The Selling Agent has a duty to represent the Buyer's best interests, including:

- Negotiate for the lowest price possible
- Structure the transaction to the Buyer's advantage

**Listing Agent is
Agent for the Seller**

Sellers

**Seller Agent is
Agent for the Buyer**

Buyers



DUAL AGENCY

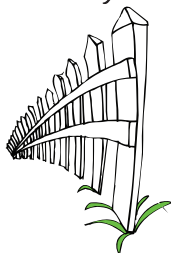
Results when Buyer-Client wishes to purchase property listed by the Buyer's Agent.

Agent cannot disclose:

- Price Seller is willing to accept
- Price Buyer is willing to pay

**Agent becomes conduit
between Buyers and Sellers**

Sellers



Buyers

DUAL-DESIGNATED AGENCY

Occurs when Buyer-Client wishes to purchase property listed with the Agent's company.

The listing company then represents both buyer and seller.

- One agent is designated as the Seller's Agent
- One agent is designated as the Buyer's Agent

**Listing Agent is
agent for the Seller**

Sellers

**Selling Agent is
agent for the Buyer**

Buyers

