Wisconsin REALTORS® Association

WHY SHOULD YOU CHOOSE BUYER AGENCY?



A buyer's agent is a real estate agent who helps you when you're buying a house, and they make sure your needs are considered during a real estate transaction. A buyer's agent also works constructively with the listing agent, who is the agent helping the seller in the process of selling their house, so everyone in the transaction can be satisfied — the seller sells, and the buyer buys. Without an official agreement with your agent, known as a "buyer agency agreement," a buyer's agent cannot offer you advice that is contrary to what the seller wants.

You have buyer agency with a real estate firm when you sign a buyer agency agreement with the firm and become the firm's client. Most commonly, that is achieved with a WB-36 Buyer Agency Agreement form, which is a state-approved form for buyer agency. Without the official buyer agency agreement, an agent must provide fair treatment and draft offers as you direct, but the agent cannot give you advice or opinions when engaging in negotiations or writing an offer to purchase.

WHAT CAN A BUYER'S AGENT DO FOR YOU?

Here are just some of the things a buyer's agent can — and should — do for you:

- Give a negative opinion or critique of a seller's property beyond disclosing material adverse facts.
- Recommend or suggest an offering price or give you an opinion about whether a particular house is priced too high or too low.
- Structure an offer and draft offer provisions with your best interests in mind.
- Recommend and assist you with negotiation strategies for the best price and terms.
- Disclose all information and potentially research a property's history and liens so you can make an informed purchasing decision.
- Give advice within the scope of the agent's expertise as a licensed real estate professional.