

## ABR® vs. Buyer's Rep: A REALTOR® Designation

A buyer's representative (or simply buyer's rep) is a licensed real estate professional who represents prospective homebuyers in their property transaction. If you have formalized an agency relationship, typically by signing a buyer's rep agreement with a buyer's rep, you can expect him or her to:

- Understand your specific needs and wants, and locate appropriate properties
- Assist you in determining how much you can afford (pre-qualify your mortgage).
- Preview and /or accompany you in viewing properties.
- Research properties, to identify and problems or issues you should consider.
- Advise you in formulating your offer.
- Help develop your negotiation strategy.
- Provide a list of potential qualified vendors for other related services that may be needed.
- Keep track of all the details throughout the entire transaction (to closing and beyond)

A buyer's rep should make your homebuying experience go as smoothly and successfully as possible.

However, not all buyer's reps are equal. A buyer's rep who has earned the Accredited Buyer's Representative (ABR®) REALTOR® designation has made an extra effort to raise the bar, with additional training and experience in serving you, the homebuyer. Working with an ABR®, will give you more confidence that you will receive the highest level of buyer-representation services.