

Buyer Representation and Buyer Agency

Wisconsin Agency Law provides for different types of relationships between buyer and Realtor®:

The Traditional Buying Process

In the traditional buying process, a real estate agent who is working with a buyer without an agency contract is, by law, working on behalf of the seller.

Buyer Representation

Buyer Representation (Buyer Agency) was created in response to buyers' desires to have agents work in their best interests as opposed to the sellers' best interests.

Multiple Representation

Multiple representation occurs when one agent within a brokerage firm provides, by contract, brokerage services to more than one client (Buyer/Seller) in a transaction with the consent of all the clients. Wisconsin law requires specific disclosures to both Buyer and Seller in such transactions.

The Benefits of Buyer Representation

Service Provided:	Buyer Representation	Traditional Buying Process
Express a professional opinion of the seller's asking price, based on a Comparative Market Analysis prepared for you	Yes	No
Recommend and assist you with negotiation strategies for best price and terms	Yes	No
Negotiate exclusively on your behalf throughout the transaction	Yes	No
Critique a seller's property beyond disclosing defects	Yes	No
Advise on, write the offer, and draft provisions in your best interests	Yes	No
Protect your confidentiality	Yes	Yes
Treat you honestly and fairly	Yes	Yes
Respond honestly and accurately to questions concerning the property	Yes	Yes
Provide community data and current market conditions	Yes	Yes
Present contract proposals in an objective and unbiased manner	Yes	Yes
Accompany you to the closing and assist you throughout the process	Yes	Yes
Disclose "adverse material facts" about the property	Yes	Yes

**For additional information
or a free Buyer Counseling Session, contact:**

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