

DO YOU HAVE WHAT IT TAKES

TO BE A TOP BUYER'S AGENT?

How these unsung heroes fight for clients with loyalty,
passion and tenacity in the toughest market conditions



KEY FINDINGS:

- 1 Buyer's agents are going above and beyond for their clients every day, and the little things go a long way.
- 2 Giving clients the best shot at their dream home requires a mix of creative thinking, doggedness, consistent communication and not taking "no" for an answer.
- 3 Buyer's agents could exhibit more competency in evaluating property and managing transactions, pay greater attention to detail while writing offers, finesse their agent-to-agent communication, more aptly guide clients to the right lender and generally have a better understanding of the contract process.
- 4 In this strong seller's market, buyer's agents must think outside the box; knowledge is one thing, but being a master strategist is another.
- 5 Buyers can be their own worst enemy, and having the internet at their fingertips doesn't make them any more skilled than past generations.
- 6 'Love' letters to sellers are an increasingly popular approach in competitive, multiple-offer markets, but do your homework before sending one.

Inman conducted the survey between July 14 and 18, 2017. There were 484 respondents, with 320 (66.12 percent) identifying themselves as agents; 107 (22.11 percent) as brokers; 9 (1.86 percent) as coach/trainer; and 48 (9.91 percent) as "Other."

Top 10 Attributes Of The Best Buyer's Agents

1. LISTENER

Understand what your clients want, where they want to live and what is most important to them.

2. MARKET EXPERT

Know your city inside and out, including neighborhoods, walkability, amenities, transportation access and schools.

3. CREATIVE

Think strategically to set your client apart from the rest.

4. PERSISTENT

Persevere through roadblocks and never give up on a property that clients have their heart set on.

5. ADVISER

The best buyer's agents are only concerned about their clients' best interests through the home search, offer and negotiation stages.

6. ADVOCATE

Be someone who will fight for the buyers' rights to a good deal.

7. CONNECTED

Your relationships with listing agents and vendors in the local community can make or break a transaction.

8. EDUCATOR

Clients will need information explained and repeated during their journey.

9. COMMUNICATOR

Discuss early on how the client would like to communicate -- via email, phone, text message, etc.

10. PATIENT

You can't be a buyer's agent without this quality.

REPORT

By Gill South



You might call buyer's agents the unsung heroes of real estate. These scrappy, loyal and ever-so-patient confidantes guide clients through endless tours, play family counselor during hectic bidding wars and ride a rollercoaster of emotions.

Without the glory of a flashy listing, they navigate the home search jungle and ensure buyers have an adviser looking out for their best interests alone -- a U.S. norm that isn't mirrored around the globe. As Chris Dietz, global EVP of Leading Real Estate Companies of the World points out, in the end, the buyer is the only one bringing money to the closing table in a real estate transaction. Their interests, which are innately at odds with those of the seller, matter too.

stage -- whether it be a bigger house or a new job and location -- buyers often have stars in their eyes with every twist and turn.

Giving clients the best shot at their dream home requires a mix of creative thinking, doggedness, consistent communication and not taking "no" for an answer; and becoming the go-to buyer's agent in your market means rolling up your sleeves and being a patient warrior through days, weeks and months of an "exhausting escapade," as one respondent to Inman's Special Report survey described it.

At times, buyer's agents' biggest problem will be their own clients, who may come to an agent "information-rich" but in denial about this market in which sellers hold all the power.

When the deal is done -- and it can take a number of attempts, losses and failed bids to get there -- buyer's agents have typically won a friend for life and will receive a number of referrals from that single deal.

This side of the job lacks prestige in an industry where -- as one survey participant put it -- "no one wants to be a buyer's agent." Over a quarter of survey respondents said they'd rather not be advising buyers (more work, less money) and only do so to stay afloat in this super competitive market.

On the buy side, the stakes are high, the work is grueling and the process can be highly charged. While many sellers are ready to offload their property to move on to the next

But many successful buyer devotees are both hardworking and proud. Seeing people realize their dream of owning their own home never gets old, they argue, and buyers can be

“ THE LISTING AGENT IS ONLY GOING TO LOOK OUT FOR THE SELLER’S BEST INTERESTS. BUYERS NEED SOMEONE TO FIGHT FOR THEM AND PROTECT THEM. ”

- Michigan-based agent

BUYER REPRESENTATION

NOT GUARANTEED AROUND THE GLOBE



Whether being a buyer's agent is your goal or not, many buyers probably appreciate that the U.S. real estate industry provides a space for them in the workforce -- because many other countries don't. And in the U.S., they have only been operating since the 1980s.

According to Dietz of LeadingRE: "Globally, most countries do not have buyer's agents. In most markets, the listing agent is responsible for the entire transaction, and this includes advising the buyer as well as the seller to successfully close the deal. This sounds like a possible conflict of interest."



Chris Dietz



Andrew Show



Kimberly Kahl

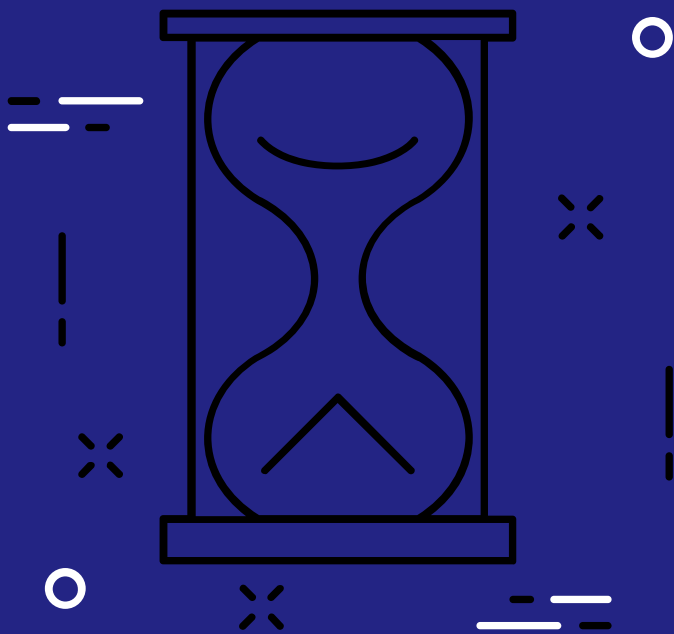
Andrew Show, an exclusive buyer's agent with his own firm in Ohio -- Buyer's Resource Realty Services -- and a former president and regional director of the National Association of Exclusive Buyer's Agents (NAEBA), takes great pride in never acting for a seller, even when he was selling his own house. His argument: "What if one of my buyers liked the house? Whose side would I have been on?"

When he sold his home in 1994, the listing company represented the buyer as well as the agent. "So when they sent over the offer, it included their address, how much money they would put down, that they were moving on a transfer," Show said. "They spilled their guts about the buyer to me because that's how to do business; you share that information with the seller. I knew they were so motivated; I didn't have to negotiate very hard on price. I got almost 99 percent of the asking price."

The way the sale unfolded in his favor reaffirmed his resolve to remain an exclusive buyer's agent.

Executive Director of NAEBA Kimberly Kahl, who notes buyer's agents also operate in countries such as Canada and France, says the top traits of good buyer's agents are their attention to detail and negotiating skills. In addition to helping buyers make competitive offers, they should also be adept at getting their client out of a deal, she adds.

YOU WON'T MAKE IT AS A WALLFLOWER



If you call yourself a “people person,” you might have an edge as a buyer’s agent, which is all about having “mad people skills” -- even more so than listing agency, according to the survey.

“When I list, this seems to be a good deal less important,” said one agent.

“Buyer’s agents are less salespeople and more consultants,” added a successful broker in Hawaii. “I never try to sell a buyer a house. I help advise them with options which will work and benefit them the most.”

“Buyer’s agents enjoy working with people versus working for them,” added a broker associate.

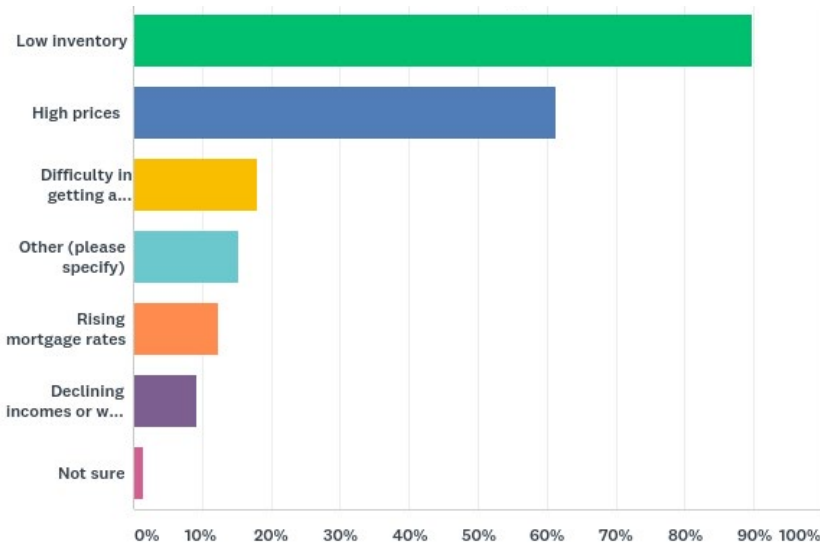
Buyer’s agents are primarily finding buyer leads through past clients, their sphere of influence and from business-to-business referral partners.

How tough is it out there for buyer’s agents once they find these clients? We asked respondents what challenges their buyers were currently facing.

Respondents ranked the obstacles as follows:

- Low inventory (90 percent)
- High prices (61 percent)
- Difficulty in getting a mortgage (18 percent)
- Rising mortgage rates (12 percent)
- Declining incomes or wage growth (9 percent)

What challenges are you seeing buyer clients face in the home search process currently?



Multiple-offer situations were an inevitable part of the picture too, they added.

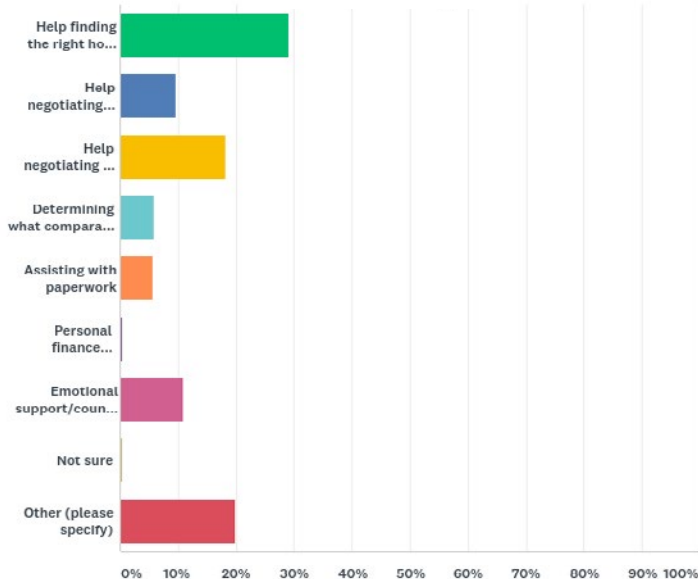
As for how to handle bidding wars, agents should make sure buyers understand they need to be prepared to write an offer immediately upon seeing the home, NAEBA's Kahl advises.

"Another reason why having an experienced buyer's agent is so important right now is that you have to commit all that money and you've no time to think about the decision," Kahl said, noting that buyers rely on their agent to point out any problems that could stop them from making a monumental mistake.

In this environment, respondents said, consumers are looking to their agent for help most with:

- Finding the right home to purchase (29 percent)
- Negotiating the terms of sale (18 percent)
- Emotional support/counseling (11 percent)
- Help negotiating price (10 percent)
- Determining what comparable homes are selling for (6 percent)

What do buyers want most from an agent?

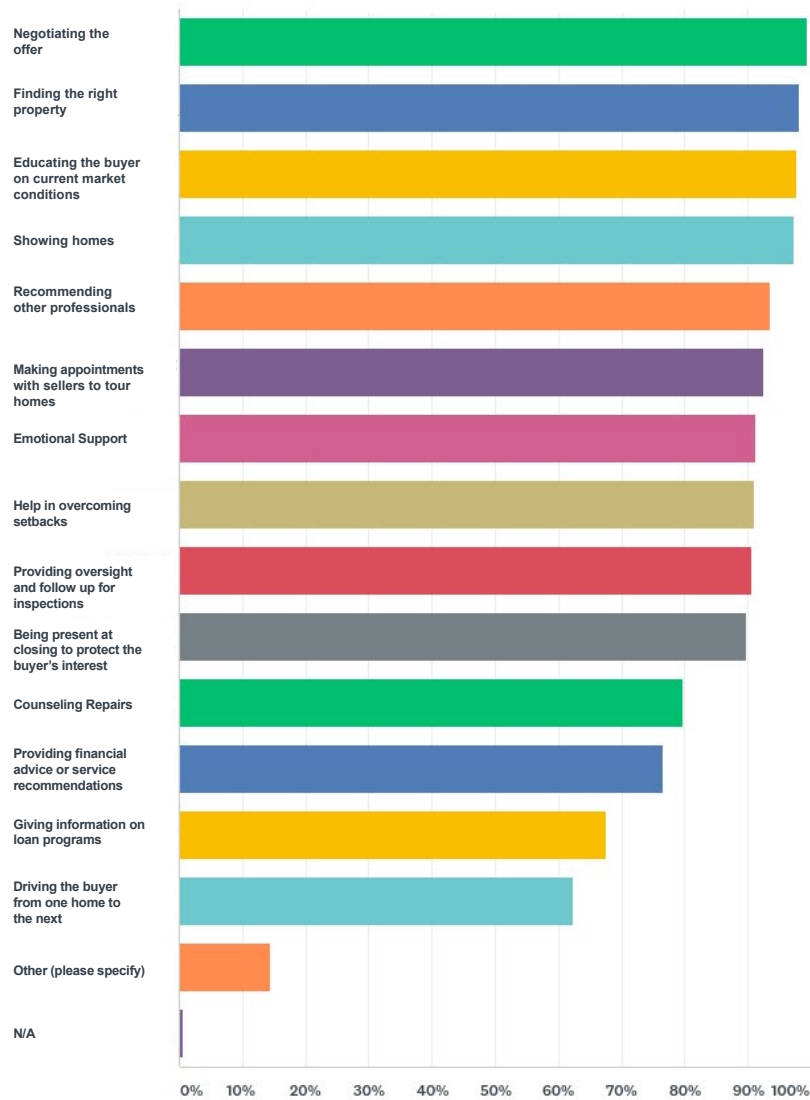


In reporting the laundry list of services they provide when working with buyers, respondents overwhelmingly indicated that these clients require and expect a multipronged approach and -- even in the age of open information and listing data -- look to agents for help during the home hunt and beyond.

Buyer's agents said they are responsible for:

- Negotiating the offer (99 percent)
- Finding the right property (98 percent)
- Educating the buyer on current market conditions (98 percent)
- Showing homes (97 percent)
- Recommending other professionals (94 percent)
- Making appointments with sellers to tour homes (93 percent)

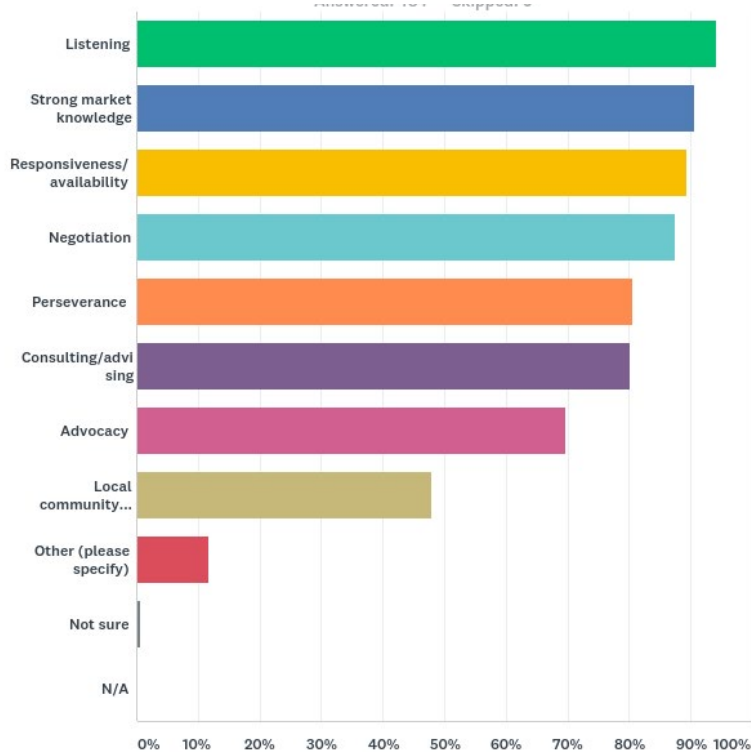
What services do you provide as a buyer's agent? (Check all that apply).



The top qualities or skills that were important to a buyer's agent's success were:

- Listening (94 percent)
- Strong market knowledge (91 percent)
- Responsiveness/availability (89 percent)
- Perseverance (81 percent)
- Consulting/advising skills (80 percent)

Which qualities/skills are important to a buyer's agent's success?



“These skills are the minimum price of admission to be effective as a buyer’s broker,” said a senior executive from a title company. “Wallflowers are not acceptable substitutes to persistent brokers who have the cognitive skills to manage expectations and creatively think about the structure of the transaction to frame it in a fashion that’s appealing to the seller and listing broker.”

In this strong seller’s market, buyer’s agents must think outside the box; knowledge is one thing, but being a master strategist is another.

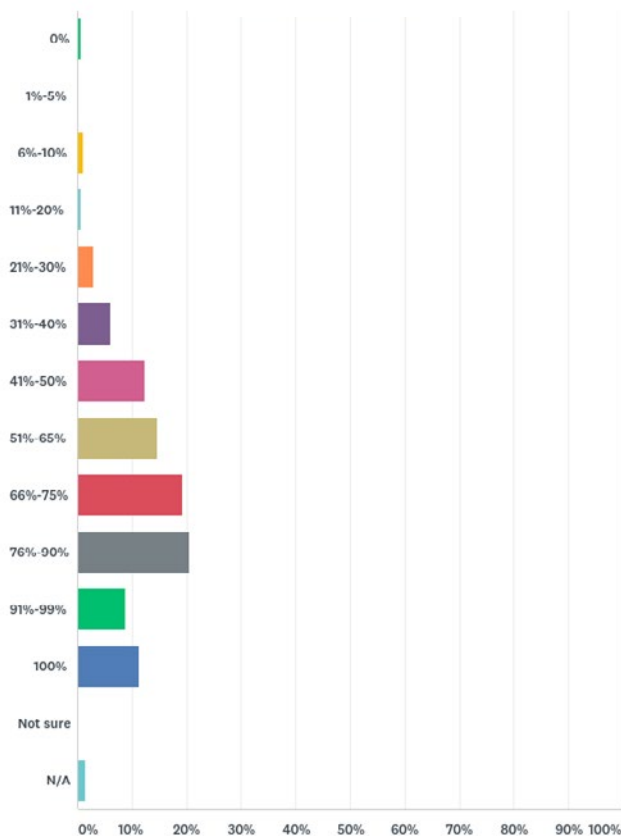
“When your agent presents a strong, thorough offer package and their assurance that the listing agent will have a strong transactional partner in the process, you are in a better position than a similar offer presented in a less professional manner,” said an agent and productivity coach. “It matters who you hire.

“I’ve had buyers win multiple offers because I had a prior transaction with the agent and they knew that I would go above and beyond to create a win-win for buyer and seller,” she added.

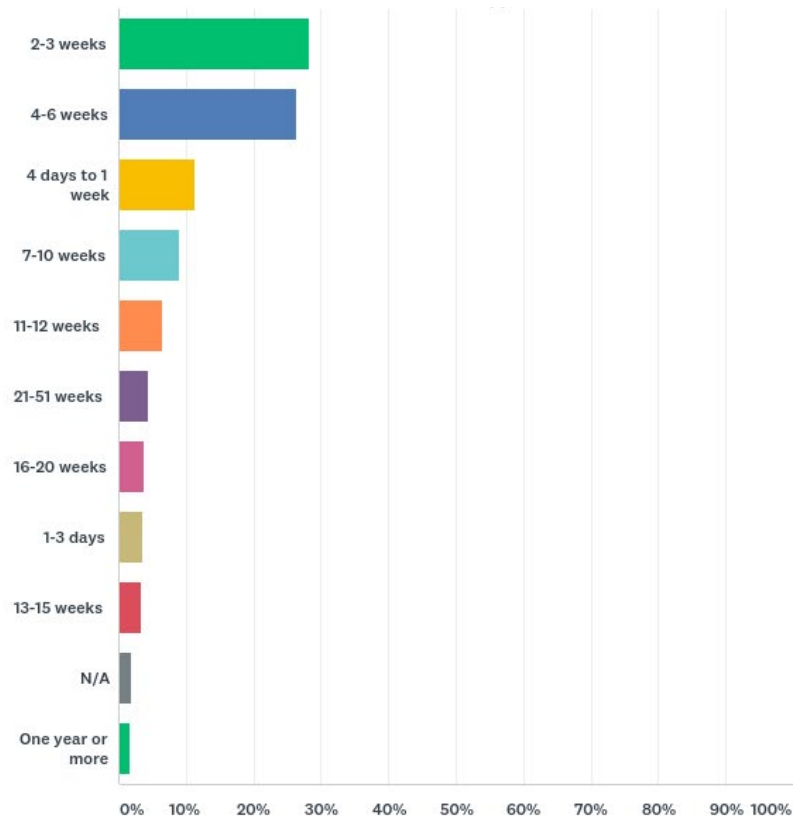
Because today’s clients have access to so much information online, they need to be educated on the value of using an agent to get the house once they find the house -- and that reality increases the pressure for agents to be rockstar negotiators and market experts to prove their value.

One successful Illinois agent is doing just that; her market knowledge is paramount and sets her apart. “The buyers come in to a place like Barrington, Illinois, and have no real idea about the nuances of the different local flavors in the

What percentage of your clients are buyers?



What challenges are you seeing buyer clients face in the home search process currently?



90 square miles that comprise this one real estate market,” she said. “The different neighborhoods, the traffic patterns, timing to get to the Metra, the street fairs, local shopping and more. This understanding of the area, combined with caring about your clients’ goals, is critical to success as a buyer’s agent.”

Lack of inventory on the market is adding another layer of frustration for buyer’s agents and their clients right now, so if you’ve got negotiation and market intel down to a T, it’s all about perseverance. And what does perseverance look like when your buyer is losing hope?

A Michigan buyer’s agent explains: “Perseverance means doing extra work to find a ‘coming soon’ property, door knocking in neighborhoods my clients are interested in, and calling on FSBOs [for sale by owners] to explain why they should offer a 3 percent buyer’s agent commission.

“That can really go a long way when there’s little inventory in the MLS. My clients seem to appreciate that.”

A seasoned San Francisco Bay Area agent added: “When agents know you will get the deal done and contain the drama, they want to work with you. In multiple offers, that can be one of the factors that allows an agent to succeed on their clients’ behalf.”

How a Minneapolis real estate rookie closed over 75 sides in 2016

By Gill South

In real estate, the search for top producers' "secret sauce" won't close deals. That's what Twin Cities-based Amanda Le would tell you.

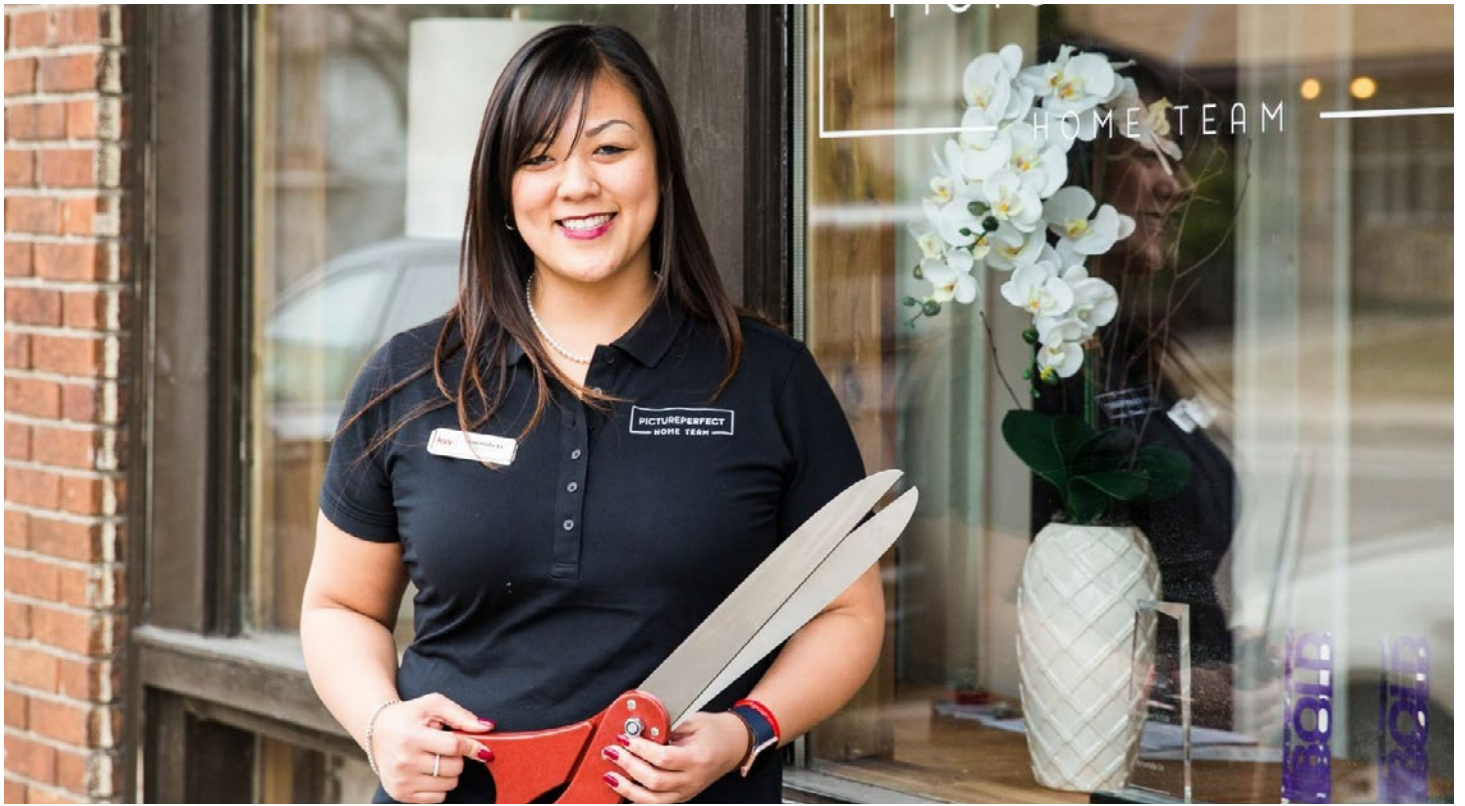
Given her March 2015 entry into the industry, you might call Le a rookie, though her track record says otherwise.

In her first 10 months, the Keller Williams Realtor sold 18 houses as part of a team. After becoming a single agent in 2016, she did over 75 sides, largely on behalf of buyers, a sales volume total of \$15.9 million.

A process-driven agent, Le excels at the sales methods others may consider beneath them: door-knocking, cold-calling and holding open houses. So it's with sweat on her brow and a thick skin for lead generation that she has risen above the expectations for a new agent to the field and set an example for others finding their footing.

At the beginning of 2017, Le immediately started building her own team: The KW-affiliated Picture Perfect Home Team, which currently includes an in-person admin, buyer's agent and inside sales rep, with two buyer's agents coming on and Le as team lead.

You could say Le had her real estate plan mapped out since the beginning.



Amanda Le

Starting at the Keller Williams Integrity Lakes office in Minneapolis with a Keller Williams expansion team, 14 Moves led by Sean Goerss, Le learned all the systems and tools.

In 2016, she became a single agent with a virtual assistant — and found herself very busy.

Her business includes single-family homes, condos and multifamily residences in the seven-county metro of the Twin Cities, where her buyers' average house price is \$200,000.

Le's typical day begins with a workout at a 5:30 a.m. By 7:30 a.m., she's doing role play calls. She's in the office by 9:00 a.m. and lead generating until 11:00 a.m. Then, she's texting past and present clients, looking on Facebook for client activity and going to appointments in the afternoon. Generally speaking, the rest of the day is "handling fires."

"I try to wrap up by 9 or 10 p.m.," she says.

Le works closely with her potential clients, educating them on homeownership and getting them ready to buy. She's happy to go beyond the call of duty and invest her time. Seventy-five percent of her leads come from her sphere, friends or family.

The millennial is on Facebook, but doesn't pay for advertising. She sees it more as a way to get in front of her sphere.

She would rather invest in client appreciation events, group visits to the cinema or barbecues.

Le also loves open houses and always door-knocks the neighborhood of the marketing event running up to it. "I love it when neighbors come to my open houses," Le said. "When I door-knock, I say, 'Of course you aren't going to buy this home, but this is an opportunity to pick out your next neighbor, or maybe you are a nosy neighbor and you want ideas for how to update your home.'"

SERVICE ON STEROIDS: HOW TO GO ABOVE AND BEYOND



Buyer's agents are going above and beyond every day for their clients, and the little things go a long way.

One agent just recently took hazardous waste -- old paint, gasoline cans and propane tanks -- to the county hazardous waste recycling event for a client. "I was going with my own stuff, but [this] made it easier for my client to get a clean property," he said.

Another agent who works predominately with buyers meets with building inspectors to get insights into the latest developments, speaks with the police to get updates on crime developments in person, makes appointments for parents to get to know the schools and, on top of that, provides clients with a lunch certificate at a restaurant in their chosen area of interest.

In another example of five-star customer service, a broker said she connects buyers with contractors and other service providers, previews homes for out-of-area buyers using detailed photos and videos, and has even allowed clients to stay at her house temporarily when needed. "My buyers are like family," she said.

It's important that buyers always know where the process stands and stay in the loop with consistent communication from their agent. From the beginning, be proactive with sharing potential listings that match their criteria, rather than leaving it up to the client to provide the listings.

In addition to the soft skills, agents must also exhibit the capacity for hard strategy. An agent should educate buyers, for example, about a common seller strategy right now to price low to generate as many bids as possible, which then escalates into much higher sales prices.

Buyer's agents should also follow their clients' lead in working according to a buyer's level of comfort with technology, communicating in their preferred method (phone, email, text message, etc.), and moving at a pace that's in line with their motivation.

Allow them to make mistakes they can learn from, and understand the big picture rather than simply focusing on the transaction at hand, suggests one agent who spends the majority of her time with buyers and has a very good track record.

An Illinois broker, who says up to two-thirds of her clients are buyers, describes her approach like so: "I like to think of being a buyer's agent much like the spokes on a wheel. You have to do some of everything in order to give the client the best experience.

"So, show them the houses they want to see, but also show them a few

**“ THERE IS SOMETHING SO REWARDING
ABOUT BRINGING SOMEONE NEW INTO
A COMMUNITY.”**

-Agent respondent

they may have overlooked. Give them names of people in your trusted group of advisers who will work alongside of you to advocate for them during the process of home inspections, attorney reviews, making repairs and getting quotes.

"Help them create the vision for what they can do and follow up on their financing as they may not realize how important getting that clear to close on time can really be to keep the deal together, even later on in the game.

"Their excitement may not always allow them to think or see as clearly as you do," she added. "It is a lot like being a mother (which I am) and therefore you need to keep constant watch over them throughout the entire transaction."

And staying in touch after the closing is well worth the effort -- be sure to circle back on whether they need any help adjusting to the home, neighborhood, skills or city.

"Sometimes just a friendly voice on the end of the line is reassuring when there is so much that has changed," said an agent in Texas.

Why every agent should start as a buyer's agent

By Gill South

When Realty One Group's Jeff Sibbach started out, he was a buyer's agent.

The Arizona-based Sibbach Team leader thinks this has taught him to be a better agent overall, enabling him to give advice on buying, selling and coaching.

"Being a buyer's agent and seeing lots and lots of homes -- with the buyers and without them present -- has taught me about what buyers buy and how much they will pay for different features," said Sibbach.

"It's those moments with buyers that help you when a seller asks: 'What should I improve to get maximum dollar and maximum return on my investment?'"

Sibbach, who represented more sellers than buyers in the last year, likes to do things differently. He has set up his own design services company with two stagers to help sellers improve their properties before sale -- and help buyers add their touches after they've purchased their home.

The majority of his buyers are empty nesters who are downsizing. But first they need to sell their large, typically outdated homes before moving into their ideal homes -- smaller, one-level, open-plan contemporary, preferably with granite and stainless steel fittings.

Sibbach Design Service's stagers help homeowners by setting up meetings for contractor quotes and generally helping the seller take care of all of the "to-dos" in preparing a home for sale.

“I think the listing broker-buyer pay structures are going to change in the next five years because it’s time,” said Sibbach.

“The pay structure was created when the world was different. The world has evolved, but the pay hasn’t. Change is coming.”

And it is the lazy buyer’s agent who should face reality first.

“Too many agents are letting buyers do many parts of their job -- it just seems like a logical conclusion. It’s hard to think that if someone’s doing less work, they would get the same pay,” he said.

There are some very good buyer’s agents who are doing the work, however, they are outnumbered by agents providing very few services for the same fee, he explained.

“You are supposed to be a housing expert and to go and find properties for your client,” said Sibbach. “For the buyer’s agent out busting their hump -- absolutely, they deserve to get the commission.”

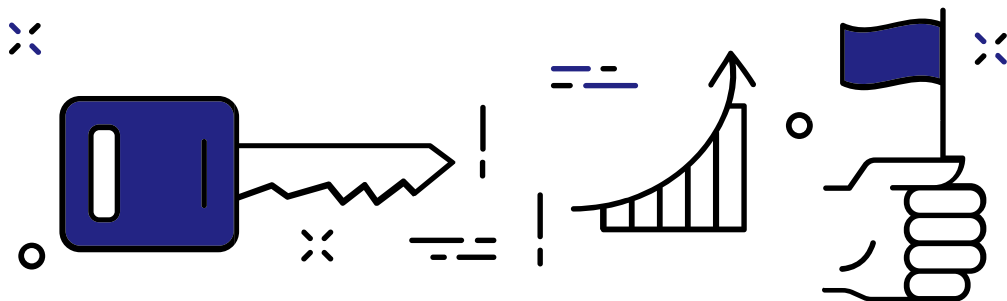
Good agents find homes not yet listed for their buyers or find a gem in the MLS, said Sibbach, who maintains an off-market list of homes for sale exclusive to his buyers.



Jeff and Lynn Sibbach

THE SUCCESS STORIES

THAT KEEP YOU GOING



We asked for anecdotes of agents' best success stories with buyers, and respondents revealed their sheer unwillingness to give up, extreme patience and savvy dedication to solving problems with creative workarounds.

A CLOSING DATE TO REMEMBER

An agent in California was working with a buyer who wouldn't believe he was ready to buy. "I saw him wasting money on rents year after year," the agent said. "I met with him and the tax man, the lender, the insurance company, his accountant, and set up a day of driving and showing homes.

"Five contracts later, he bought a home and to this day he sends me an anniversary card every year on his closing date," she said.

BENDING OVER BACKWARD

An exclusive buyer's agent recently closed with a first-time buyer couple that had made five offers before getting into contract due to extreme competition. Each home attracted an average of 15 to 20 bids with cash offers winning out due to large appraisal gaps, so it took quite a few contortions.

"To get them their home, we offered \$1,200 over any other offer, no repair request, paid the first \$1,000 of the seller's closing costs, offered to rent the home back to the sellers and \$6,100 was paid by the buyers toward the gap between the appraised price and purchase price." Phew.

THE 7-YEAR JOURNEY

How long is too long to be working with a buyer? A broker in Texas showed incredible tenacity working with a couple for seven years, but she was at her wit's end. The husband was an engineer and had vocalized issues with almost every home.

"They called me one day and asked to see a home in another county, and

they were bringing a friend to see another home in the same area,” she said. “I called the listing Realtor about the home their friend wanted to see. I felt I should ask the Realtor if she knew of a real special home that was coming up. She said she did have a special home she would be listing in about three weeks.

“I asked if I could show the home after I showed my customers another house. I was able to show the (special) property. The husband walked in and almost immediately said: ‘I want to put a full price offer on this home. I don’t want anyone else to even see it.’”

He walked right through that transaction without even a question. “What a relief and what a joy,” said the broker.

“BUYERS ARE PURSUING A HAPPY EVENT -- BUYING A HOME. THEY ARE MORE APPRECIATIVE AND VALUE MY SERVICES. SELLERS OFTEN CANNOT BE FULLY PLEASED. ”

- Virginia-based agent

TUGGING AT THE DEVELOPER’S HEARTSTRINGS

When your buyers miss out on their dream home, don’t give up -- an agent on a successful team was able to engineer a happy ending for her client even after it appeared all hope was lost.

“The buyer fell in love with a house but was outbid by a developer,” she said. “Six months later they were still heartbroken over the loss. I called the developer and talked them into selling it to my buyer instead of flipping it.”

DIGGING UP THE DIRT

And let’s not forget, buyer’s agents should be advising against deals as much as making them happen in the course of their work.

A Michigan buyer’s agent did some extra digging on a property by calling the township and looking up the past history of the home’s well and water quality tests.

“I noticed the well had been moved several times over the years, and the level of nitrates was rising significantly over time,” she said. “The home was also surrounded by several septic fields, and we found out the listing agent was lying. My clients were so thankful I saved them from a bad deal.

“Now they refer their friends and family to me often. It goes a long way when your client can see you are in it to help them, and not just in it for the commission.”

Why an NYC listing agent became a buyer's broker

By Gill South

Take the average real estate transaction and then imagine an exquisitely tricky minefield – that's the situation that many buyers in the Big Apple are up against.

A renewed conversation on exclusive listing agency in New York has emerged with Zillow Group's addition of buyer's agents lead forms to

StreetEasy listings, while the perennial discussion surrounding dual agency -- when agents from the same brokerage represent both sides of a transaction -- continues to be incendiary with vocal proponents and dissenters.

Ian Katz, who was a successful listing agent for six years, saw a gap in the service being provided to consumers as listing aggregators and marketing platforms came on stream, leaving clients to interpret new and complex information to make a decision. He decided to become a buyer's broker and start his own exclusive buyer's agency, the Ian K. Katz Group, in 2014.



Ian Katz with real estate clients in New York City. Photo source: Ian K. Katz Group

He thinks other brokers in similarly complex markets will follow suit. "Any way we can grow that piece is good for the industry," he said.

In New York City, agents have to possess hyperlocal knowledge and conduct due diligence. Co-op requirements, in particular, vary from building to building, so you need the encyclopedic knowledge that can only be acquired through experience in doing different co-op deals.

While technology is never going to take the place of transactional work, it is empowering consumers to go further down the transaction road than before, view more listings, and even find their own comps from automated valuation models.



Ian Katz with real estate clients in New York City. Photo source: Ian K. Katz Group

As a buyer's broker, Katz sees his role as "marrying that data" and negotiating for clients, while protecting them.

"This involves reading between the lines in a listing description, finding the right comps, interpreting the market for a property, negotiating tactically as a result and steering clear of hurdles in lending and board approval," Katz said.

Katz took issue with buyers having to rely directly on listing agents representing the seller for information that might not even properly inform their position in the transaction, potentially putting themselves in compromising situations.

"It was from their feedback and demand for a pure buyer's agent that I began to really feel this was a necessary brokerage niche in today's market," he said.

"I found the best way to cater to buyers. To truly say, 'I only represent their interests,' was to launch my own operation. This made it easier to avoid dual agency and promise 100 percent loyalty to them."

Being a buyer's broker in the complex markets of Manhattan, Brooklyn and parts of Westchester is not for the inexperienced, Katz said.

You need to give yourself time to know the markets, the neighborhoods and the buildings. And it helps if you are known by the listing agents you are dealing with and have a good reputation with them.

"You have to wait to earn your stripes and come to own the knowledge," the broker said.

Ian Katz with real estate clients in New York City.

Katz's message to those interested in becoming a buyer's agent is: don't expect it to be as ritzy as being a listing agent.

"It's not glamorous to be a broker without listings; you have to get over that," he said.



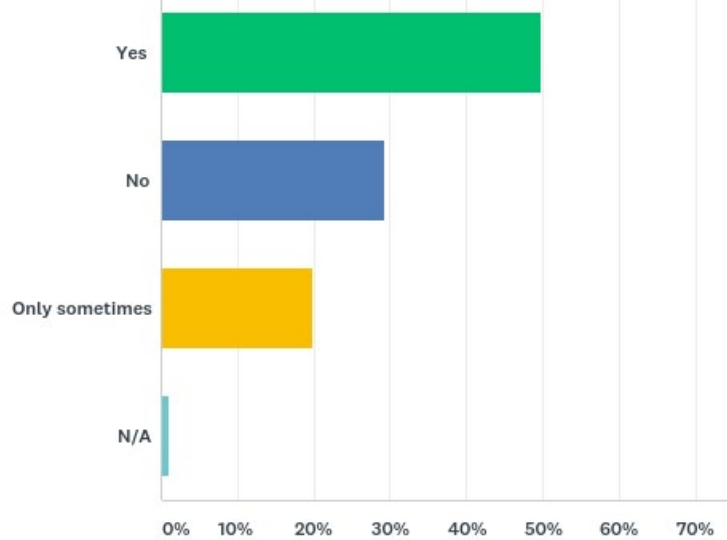
‘PLEASE SIGN ON THE DOTTED LINE’

The trust and good working relationship between buyer’s agents and their clients is something that, in many cases, must be earned. Getting buyers to sign a buyer-broker agreement -- which stipulates the compensation a broker will earn and the length of contractual terms between broker and client -- appears to be getting harder for agents, the survey found.

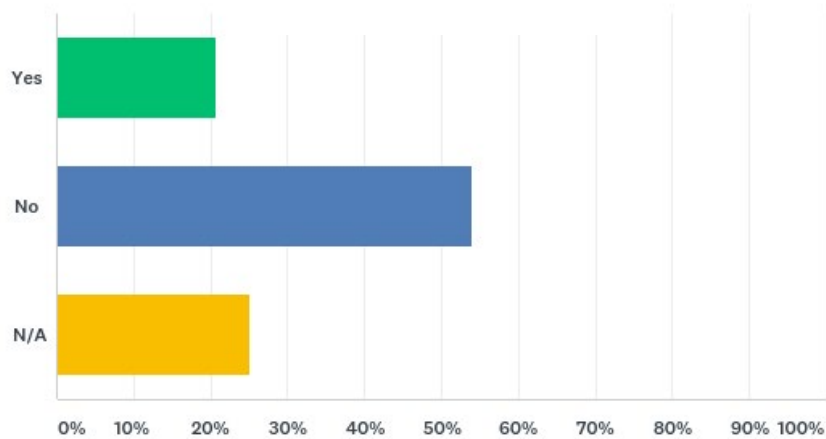
Close to a third of agents do not have their clients sign a buyer’s agency agreement at the outset, preferring instead to show clients some homes first. And a number of agents are waiting to ask them to sign the agreement until around offer time.

An additional 20 percent of respondents said they only make buyers sign the agreement “sometimes.” More than 20 percent said they often face resistance to making the relationship formal.

Do you make buyers sign an exclusive buyer’s agency agreement?



Do you often face resistance in getting the buyer's agreement signed?

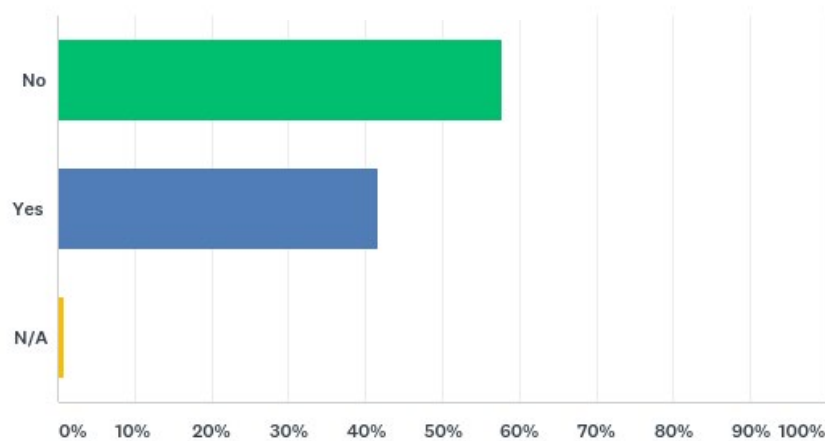


NAEBA shrugs its shoulders at this news. The organization said that having the buyer sign an agreement used to be a required step in its standards of practice, but now it is just a recommendation. Consumers don't like the pressure of signing up early on, said Kahl.

According to the executive director, agents were getting too much push back from buyers who didn't want to be "locked-in" with one agent.

NAEBA allows its exclusive buyer's agent brokers to make that decision themselves.

Will you tour homes with buyers before they are preapproved for a loan?



“If they are comfortable with a less formal relationship, that’s OK. It’s all about what the buyer wants,” Kahl said.

Bernice Ross, a real estate trainer and coach, encourages agents to conduct extensive buyer interviews in order to get to know their clients right off the bat. This is an area where many surveyors admitted to falling short.

The extensive buyer interview should be comprised of about 22 questions, said Ross, and include queries such as:

- How many family members will be living at the new house?
- Are there any household pets?
- Does anyone have any special needs?
- Where do you spend most of your time while in the home?
- Is the kitchen mainly for show or do you enjoy cooking?
- Do you need additional bedrooms or a private office?



Bernice Ross

R O O M F O R

IMPROVEMENT

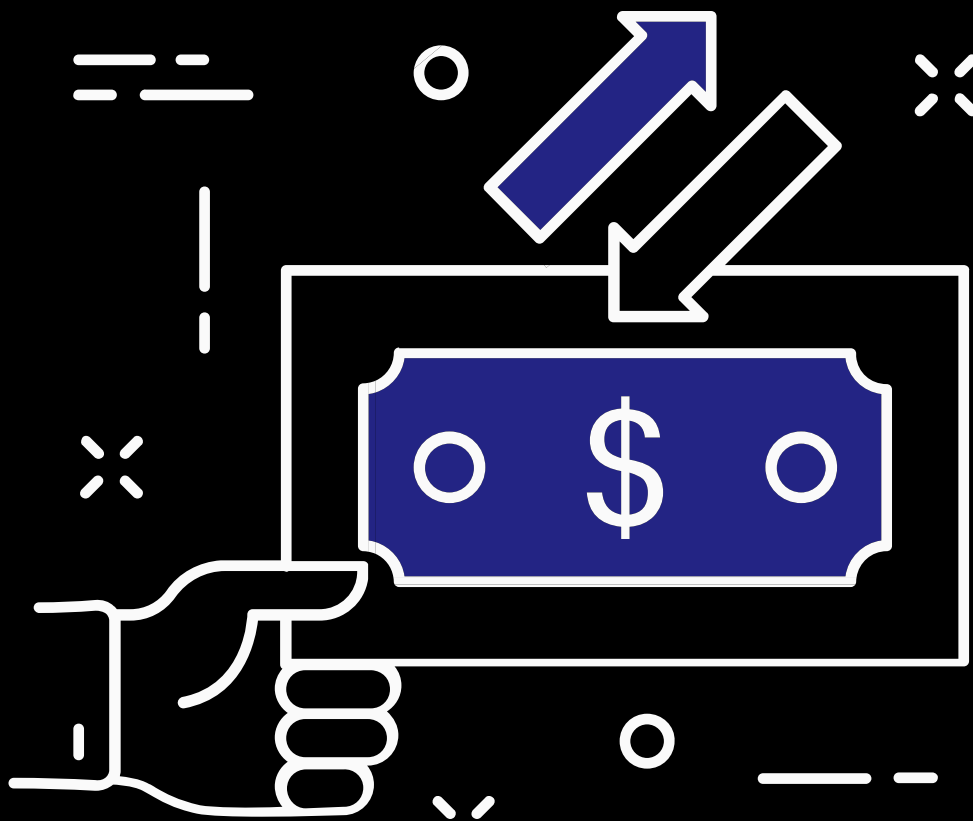
AMONG BUYER'S AGENTS

Consumers are perhaps wise to try out a few agents before they commit to one. While some buyer's agents may feel they are getting it right, plenty are not.

Respondents felt buyer's agents could improve their availability and attentiveness to client needs (20 percent), use of systems to keep clients informed step by step (17 percent), market knowledge (14 percent) and patience (11 percent).

Buyer's agents could also exhibit more competency in evaluating property and managing transactions, pay greater attention to detail while writing offers, finesse their agent-to-agent communication, more aptly guide clients to the right lender and generally have a better understanding of the contract process.

And then there are the many mistakes that buyer's agents in the trenches have made and recovered from, only to come out stronger on the other side (and with sage advice in hand so others don't have to learn the hard way!) Here are just a few examples.



NEVER BRUSH OFF THE INSPECTIONS

Failing to perform all the necessary inspections and tasks before closing was a common area in which buyer's agents talked about failing. An easy solution: Make a checklist of items that need to be addressed at the house and get reassurances in writing of what the seller plans to take and has agreed to leave.

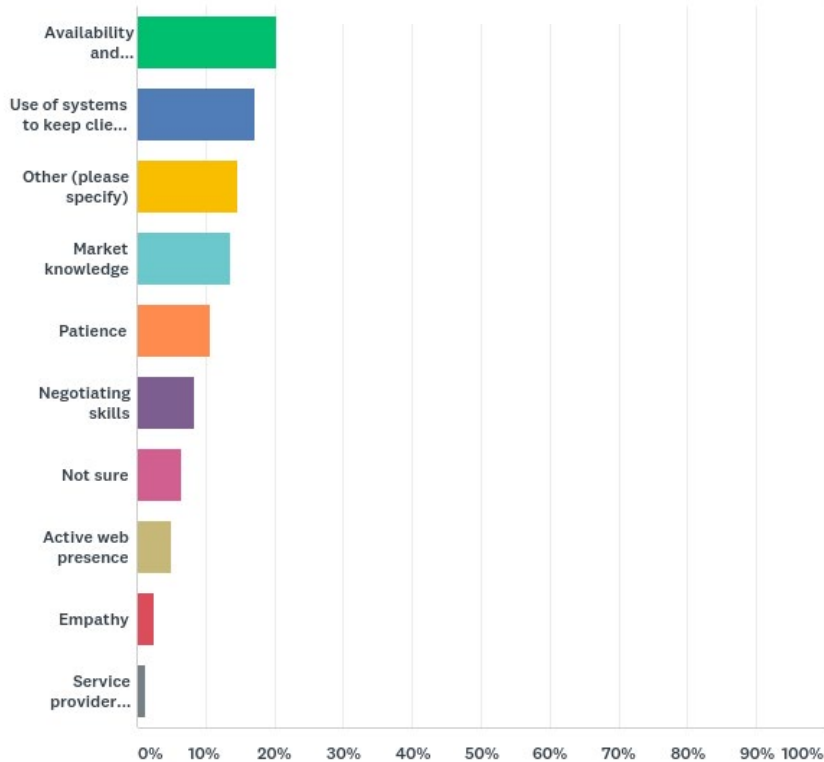
"Having been in several escrows, my buyer was frustrated with having to pay for so many inspections,"

waiting until the last minute was the worst thing I could've done."

YOU CAN'T BE MORE MOTIVATED THAN THE CLIENT

Pushing too hard on her clients to take action did this successful agent no favors: "They came to me thinking that they could not buy, but I made it happen. Once we started looking, every house they loved, I would get them under contract and they would pull back. I learned that I cannot be more motivated than my client; that even though I made it happen, they were not ready for it."

In which area of service could buyer's agents most improve?



one agent shared. "In the home she finally purchased, she later discovered serious termite issues. I should have insisted.

DON'T WAIT UNTIL THE LAST MINUTE

Another agent who works exclusively with buyers didn't check the repairs until right before closing, only to find that "everything had been done half-assed and not fixed by professionals," she said. "The buyers were extremely upset and refused to close that day. I learned that

KEEP YOUR MOUTH SHUT WHEN IT COUNTS

It also may be more beneficial to bite your tongue than to blab on about your opinions with clients: "I was talking about some dated features, and the buyers said they actually really liked them. I learned that it's never about me; it's always about asking what their impression is," said an agent and productivity coach.

CALL BEFORE YOU BOOK THE SHOWING

Do your homework before showing a client a home because it may not actually be available.

“I booked a showing appointment for a client but didn’t call the listing agent ahead to find out if they had any offers on the property,” said a seasoned Midwest agent. “My client decided he liked the home and wanted to place an offer, but by the time I submitted it, the seller had already accepted another offer.”

“Now I call every single listing agent before I schedule the appointment to see if they have or are expecting any offers. If you find out there are other offers, you can move the appointment up and get your client in so they can compete.”

“ NO ONE WANTS TO BE A BUYER’S AGENT. WHEN YOU ARE NEW THAT’S WHAT’S AVAILABLE FOR YOU. LISTING IS EVERYTHING. ”

- San Francisco-based agent

THE DEVIL’S IN THE DETAILS

A broker made an expensive mistake -- he got the closing date wrong. And then he had to make up for it: “I paid for them to live in a hotel for a week till the closing date came up. I learned to double check the details carefully.”

BE RESPONSIVE, EVEN AFTER THE SALE

When a client gets angry, the worst thing you can do is turn away. An agent is still paying the price for doing that after a client got mad about something that went wrong in the house after the sale.

“I should have done whatever was needed to placate him,” she said. “Even though I went above and beyond during the sale, he is now bashing me to his flock.”

Opinion: Should buyer's agents attend property inspections?

By Andrew Wetzel

Buyer's agency creates expectations from and for both parties. Agents need clients to represent (that is how we get paid), and most buyers need guidance to complete a real estate purchase.

Agents and buyers seek a mutually beneficial relationship. This could be the start of a beautiful relationship!

Agency representation involves give and take: What does each side expect, and what are they willing to do to get what they want?

Agents expect to trade their knowledge and time for clients who are willing to do what they need to do to buy real estate.

The buyer wants to hire someone who knows what they are doing, will do what it takes to get them into their next home, will work in their best interests (identifying properties, negotiating the best terms and so on) and will promote and protect their interests every step of the way.

Both want and deserve loyalty.

Once a purchase offer is fully executed, the buyer's agent assumes the role of director, keeping track of what needs to be done when and providing whatever guidance is needed to complete the tasks required to reach settlement.

The process typically focuses on two major aspects: inspecting the property to make sure that there are minimal surprises (unexpected maintenance can be costly!) and obtaining the financing so the buyer can complete the purchase.

These are the most likely "deal killers" as sales are contingent on their completion. Contingencies are known events that may occur throughout the buying process that must be satisfied or waived to keep the sale moving, meaning they allow both sides to reconsider their original agreement.

I respectfully suggest that a buyer's agent must be fully engaged in resolving all contingencies.

The property inspection involves hiring one or more competent people focused on identifying "material defects" (rather than cosmetic or update issues) with the major systems and structure.

Depending on the executed contract, the buyer's response to the inspection results may include requiring the seller to make repairs and the right to terminate the sale.

Although broker policy may differ, I believe that a buyer's agent should attend the property inspection to ensure that the inspector clearly explains what he or she is doing and what he or she sees to the buyer and to ensure that the buyer understands the process.

Inspections of "resale" properties usually reveal a list of recommendations that could appear far worse than what they really are, and frankly, I would never assume that even the best inspector can properly portray their findings to most buyers.

The agent is not the inspector and is not expected to act like one — nor should they. To best represent a typical buyer and to be able to best interact with a listing agent if repairs are requested, an agent needs first-hand knowledge.



Photo Credit: SpeedKingz / Shutterstock.com

I have heard a variety of reasons (or excuses) regarding why an agent would consider not attending an inspection. Avoiding liability is one, and I can only wonder how a buyer feels being left on his or her own — especially if problems are found.

Does the agent's absence really manage potential liability? How does that square with the essence of the agent's responsibility to their client? Is the agent too busy? Does he or she feel that he or she would be in the way?

At the very least, the client should be told upfront that the agent will not be there rather than face a surprise later.

Here is what I do know: Many buyers feel abandoned, especially if they do not know the inspector. Negotiating repairs, both with a concerned buyer and the listing agent, can be more difficult if the agent is not there to see what the issues are and what the inspector had to say about them.

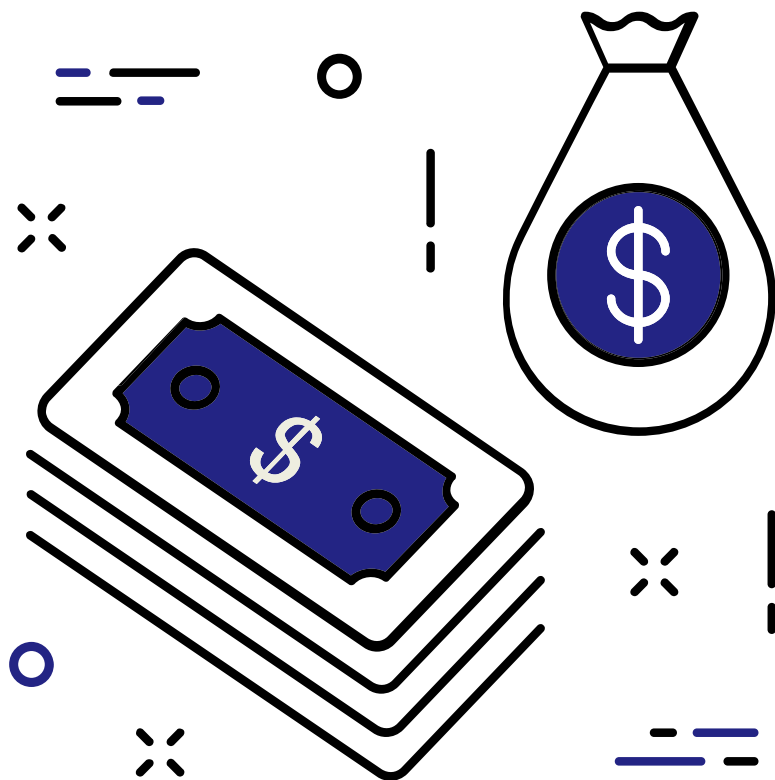
Given the importance of this contingency, I would never want to miss an inspection. As a listing agent, I fully expect the buyer's agent to be on-site as an inspection is really a long showing (it is unacceptable to provide access to others without the listing agent's permission).

Bottom line: What is in the buyer's best interest?

Andrew Wetzel is an associate broker with Long and Foster Real Estate in Havertown, Pennsylvania.

ARE BUYERS DEMANDING MORE

THAN EVER BEFORE?



Buyers can also be their own worst enemy, and having the internet at their fingertips doesn't make them any more skilled than past generations. If they are disorganized with their finances, unreasonable about what they can expect in their "dream" home or don't understand the market, they are automatically at a disadvantage and buyer's agents must level up to get them prepared.

Buyers have a way of doing "selective research," meaning they might see a property in a certain neighborhood selling at \$150 per square foot and assume all other nearby homes will be the same. Experienced buyer's agents also say that today's buyers, especially millennials, can be very demanding about what they require of a seller in terms of repairs.

"The move-up generation is paying for trades to do everything and therefore want the home in perfect condition at every level -- decorating, age of appliances, landscaping, updated kitchens and baths," said one senior broker.

A number of those surveyed remarked on their client's mistaken impression that if they went directly to the listing agent, they would get a better deal. And for all their ability to research the market, many homebuyers today still refuse to believe it is a seller's market, said a number respondents.

"A lot of buyers seem to think they can still make lowball offers, which is definitely false in this market," commented one agent. "They are also under the impression that the process is significantly faster than it actually is. Low inventory and multiple offers are increasing the time it takes to find a home and decreasing negotiating ability."

LOVE LETTERS:

ADDING WARMTH TO THE COLD TRANSACTION

Buyers can make a helpful contribution to their agent's efforts by writing a moving "love letter" to the seller in some cases. This is an increasingly popular approach by agents and their buyers in competitive multiple offer markets, but do your homework first, warned respondents.

In our research, we found that more than half of respondents are advising buyers to send these letters to stand out, but the method is still controversial -- over 43 percent of respondents don't use it.

"An effective love letter should be geared to address the needs of the seller, not the wants of the buyer," advised a broker who works with both sellers and buyers.

Chiming in with her perspective as a real estate trainer, Ross said she is a firm believer in the power of love letters. In fact, part of her training involves teaching agents how to properly leverage those letters to their buyers' advantage.

It's important to get in the minds of the sellers, Ross said; tug at their heartstrings, and let it be known that you love their home as it stands. Articulate your connection with the home so the sellers feel as though they are leaving it in good hands.

As an example, Ross points out that some buyers might look at a home and see the potential it has to be something more; they want to tear down walls and create an open, contemporary floorplan. Other buyers might love the house as is. They might be



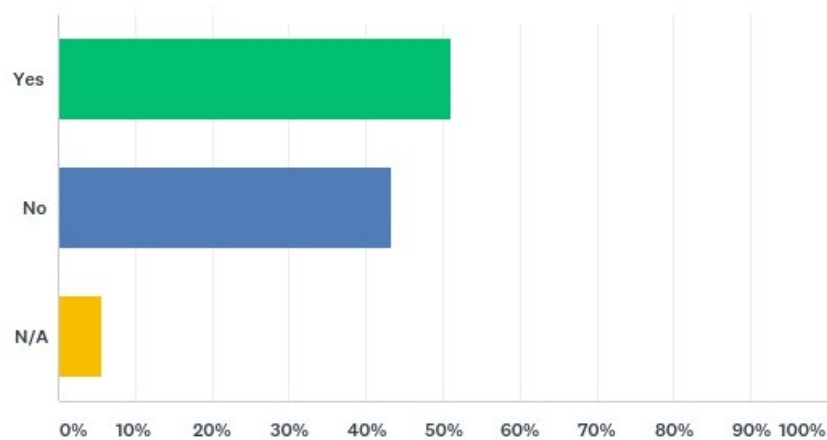
reminded of their grandmother's house -- or some other nostalgic setting -- and see themselves raising children in the place as it sits. A letter expressing the latter is more likely to win the home.

Ross says the right letter can inspire sellers to take thousands off the asking price. She has seen sellers knock off \$30,000 because they liked what they read.

Those in favor of love letters caution that buyers should be strategic about it.

One agent advises her buyers to make some kind of connection to the seller if possible. After touring a family home owned by a teacher, her client took a targeted approach: "My client was also a teacher and wrote a letter saying that they loved the home and could see their children playing in the huge backyard for hours. She also shared that she hoped to stay home once she

Do you advise buyers to send 'love' letters to sellers to stand out?



started having children, yet to continue educating children by offering child-care in the home and said the basement was perfect for playing/learning areas."

Another successful buyer's agent added: "I tell my buyers to compliment the seller's taste and feed their ego. And I also make sure that we end every letter with: 'We will do whatever it takes to make this transaction as effortless as possible for you.' Sellers like to hear that."

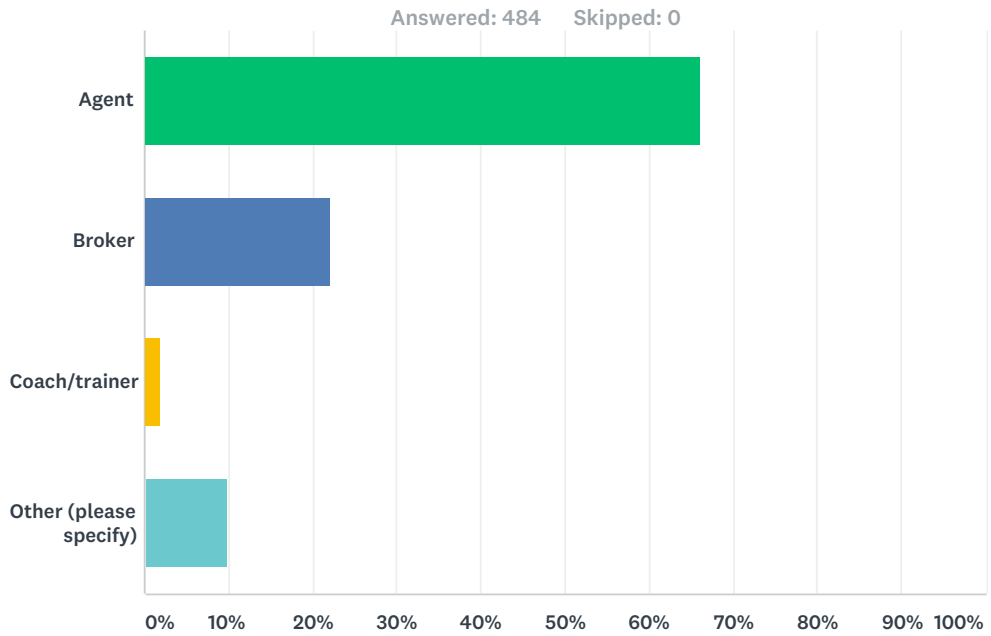
"These love letters bring the human side to the black-and-white documents that seem so cold and calculated and daunting to address when the parting of the ways can many times be with hesitation, reservation and a difficult step for many sellers," said an Illinois broker.

"I like to bring joy to the table right away in the hopes that the negotiations and other business matters in the transaction are more palatable to the sellers, and also it allows my buyers to attach themselves to the idea of being the next owner of the home," the broker added.

Other agents were not fans of the approach that's seen by some as "hokey." Money talks, the dissenters say.

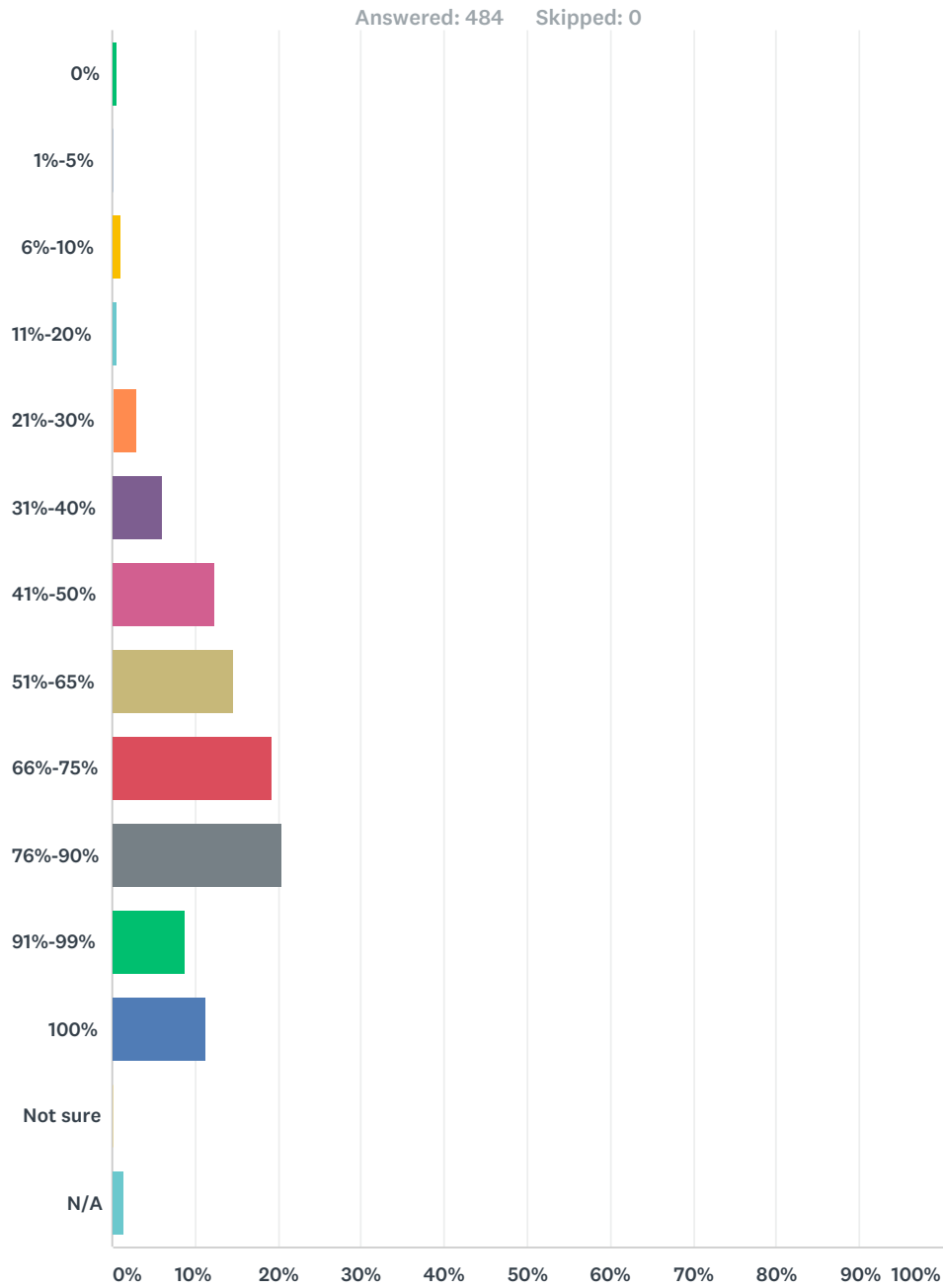
As one respondent put it: "A well-written offer/contract is the best love letter of all."

Q1 What is your job title?



Answer Choices	Responses
Agent	66.12% 320
Broker	22.11% 107
Coach/trainer	1.86% 9
Other (please specify)	9.92% 48
Total	484

Q2 What percentage of your clients are buyers?

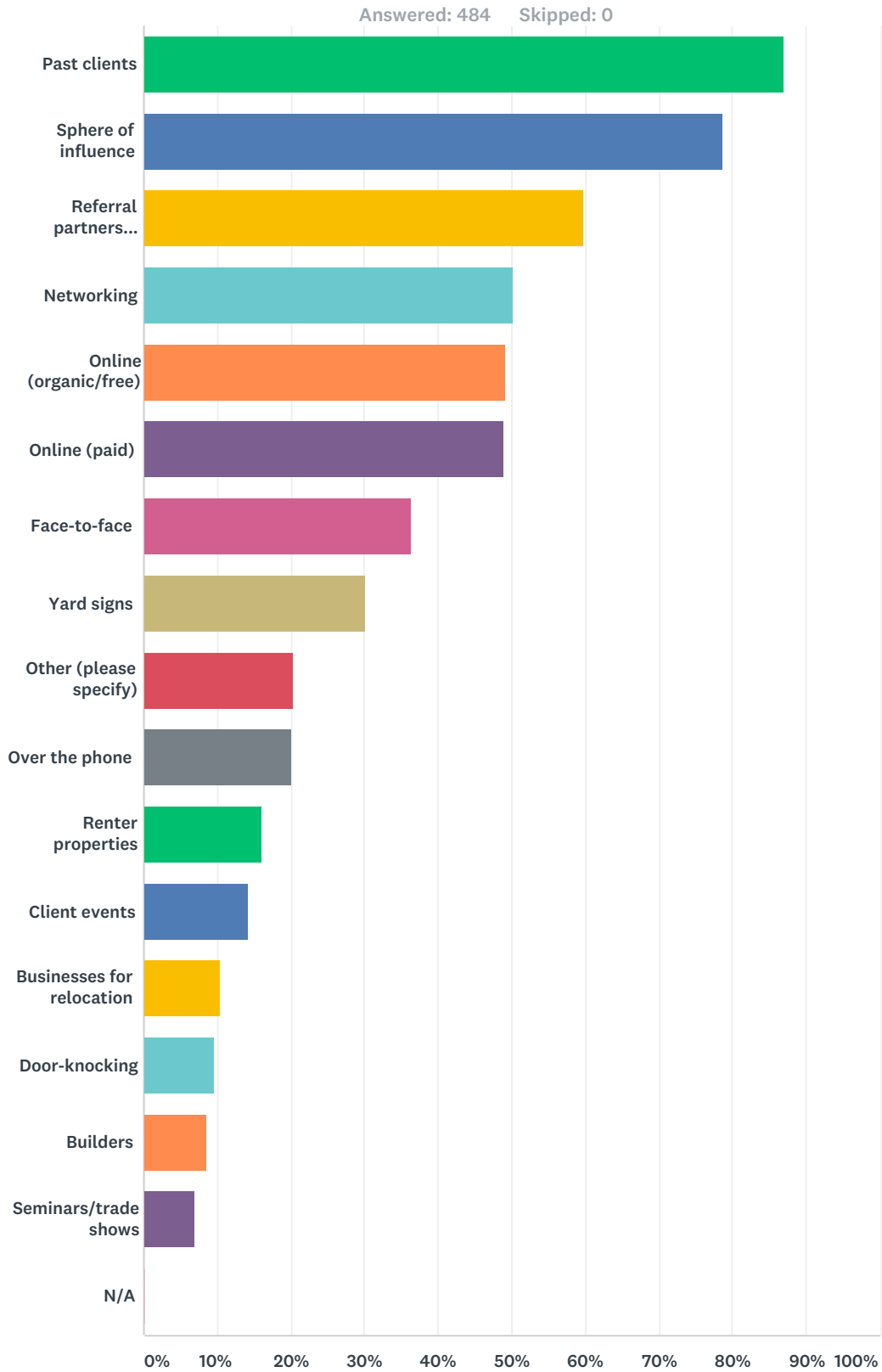


Answer Choices	Responses
0%	0.62% 3
1%-5%	0.21% 1
6%-10%	1.03% 5
11%-20%	0.62% 3
21%-30%	2.89% 14
31%-40%	5.99% 29

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41%-50%	12.40%	60
51%-65%	14.67%	71
66%-75%	19.21%	93
76%-90%	20.45%	99
91%-99%	8.88%	43
100%	11.36%	55
Not sure	0.21%	1
N/A	1.45%	7
Total		484

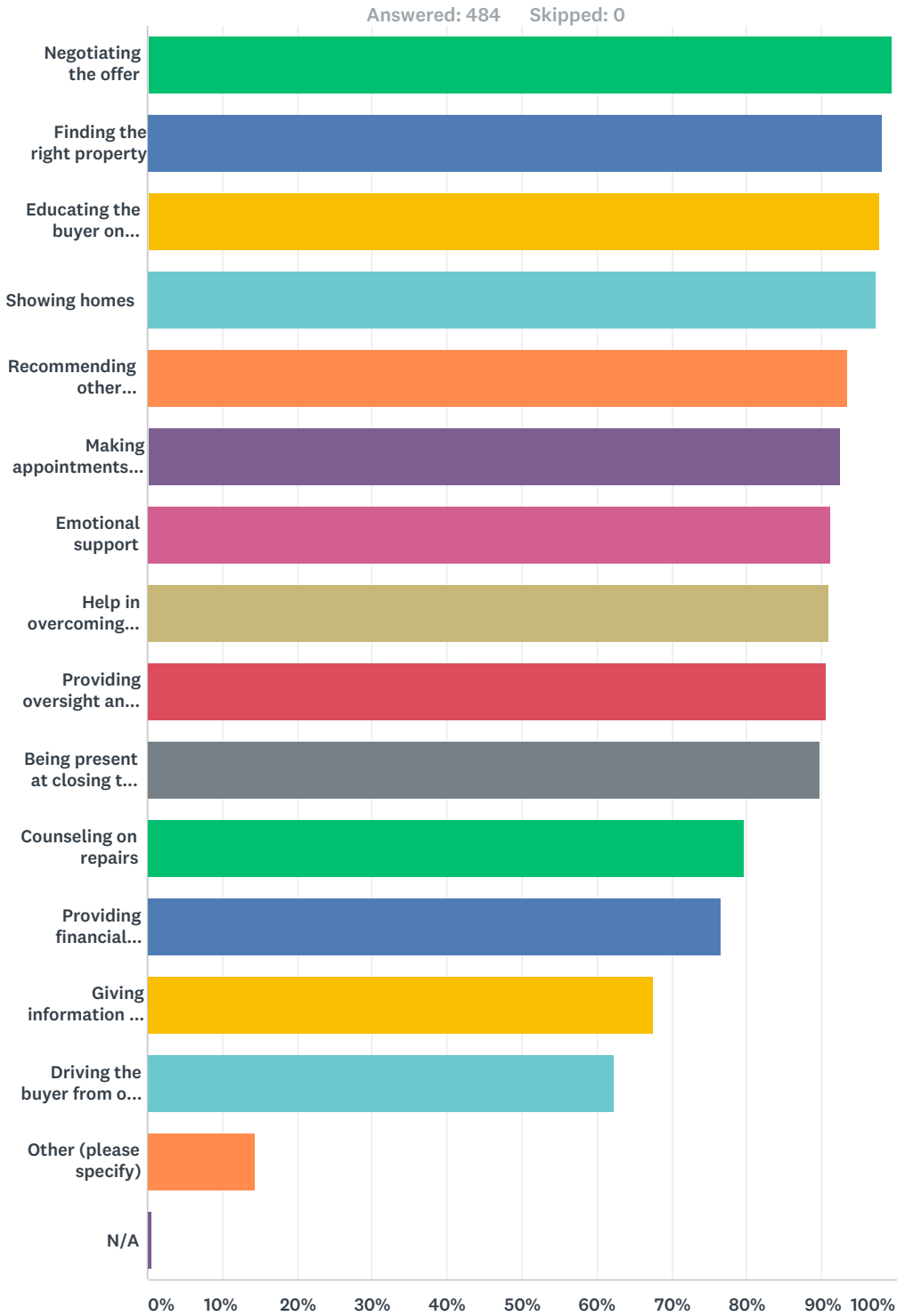
Q3 How do you generate buyer leads? Check all that apply.



Inman Survey: How to become the go-to buyer's agent

Sphere of influence	78.72%	381
Referral partners (lenders, business to business)	59.92%	290
Networking	50.21%	243
Online (organic/free)	49.17%	238
Online (paid)	48.97%	237
Face-to-face	36.36%	176
Yard signs	30.17%	146
Other (please specify)	20.25%	98
Over the phone	20.04%	97
Renter properties	16.12%	78
Client events	14.26%	69
Businesses for relocation	10.54%	51
Door-knocking	9.71%	47
Builders	8.68%	42
Seminars/trade shows	6.82%	33
N/A	0.21%	1
Total Respondents: 484		

Q4 What services do you provide as a buyer's agent? (Check all that apply).



Answer Choices	Responses
Negotiating the offer	99.38% 481

Inman Survey: How to become the go-to buyer's agent

Finding the right property	98.14%	475
Educating the buyer on current market conditions	97.73%	473
Showing homes	97.31%	471
Recommending other professionals	93.60%	453
Making appointments with sellers to tour homes	92.56%	448
Emotional support	91.12%	441
Help in overcoming setbacks	90.91%	440
Providing oversight and follow up for inspections	90.50%	438
Being present at closing to protect the buyer's interest	89.67%	434
Counseling on repairs	79.75%	386
Providing financial advice or service recommendations	76.65%	371
Giving information on loan programs	67.56%	327
Driving the buyer from one home to the next	62.40%	302
Other (please specify)	14.46%	70
N/A	0.62%	3
Total Respondents: 484		

Q5 Do you prefer to be a buyer's agent rather than a listing agent? If so, why?

Answered: 432 Skipped: 52

#	Responses	Date
1	More interaction with the clients. They're more committed to buy even though they're not sure what they want, that's where I try to find out what each person is looking for & try to find that home for them	7/18/2017 1:55 PM
2	Yes the satisfaction when you see renters become homeowners and educating buyers	7/18/2017 1:52 PM
3	I am better at being a passionate advocate than the optimistic bearer of bad news.	7/18/2017 1:38 PM
4	Yes. Made the conscious decision 12+ years ago. Our 2-man firm does not accept listings. Do not believe any agent can do both well. Like the challenge of helping people find the best fit with no conflict of interest & enjoy meeting new people.	7/18/2017 11:55 AM
5	I like being able to focus on mastering one area for now, but someday would like to do both	7/18/2017 11:46 AM
6	As a buyer's agent I feel like there's something I can do each day to get them closer to making a buying decision	7/18/2017 11:34 AM
7	In some ways, yes. I enjoy buyer because of the rewards of helping them realize their dream.	7/18/2017 11:06 AM
8	Interesting	7/18/2017 10:46 AM
9	no	7/18/2017 10:43 AM
10	Neutral	7/18/2017 9:58 AM
11	advantages challenges to both	7/18/2017 6:48 AM
12	Buyers agent because you build a relationship that will last a long time.	7/18/2017 4:12 AM
13	No	7/17/2017 10:53 PM
14	yes it is more rewarding less pressure to perform	7/17/2017 10:53 PM
15	As an Exclusive Buyer Broker for 25 years I have a competitive point-of-difference with traditional "buyer agents" whose brokers also take listings.	7/17/2017 10:39 PM
16	Listing agent	7/17/2017 10:21 PM
17	Yes ... focus	7/17/2017 9:27 PM
18	50/50	7/17/2017 8:40 PM
19	yes, if they don't find what they want we can keep looking. If I don't sell the sellers property, it's my fault.	7/17/2017 8:19 PM
20	No	7/17/2017 8:17 PM
21	Yes, buyers tend to be more grateful	7/17/2017 8:01 PM
22	I like helping both!	7/17/2017 7:59 PM
23	Yes. I enjoy helping people find their new home.	7/17/2017 5:49 PM
24	Not entirely and I do like a 50/50 split on each. That said, I appear to be dealing with more Buyers now and perhaps it is due to a lower inventory as well as more sophisticated Buyers going into the marketplace.	7/17/2017 5:47 PM
25	I like both but really enjoy helping people find a home.	7/17/2017 5:42 PM
26	For now, it works for my life and my schedule. I work on a team where the other two agents handle listings and admin, respectively.	7/17/2017 5:37 PM
27	NO, I actually try to avoid buyers and do not seek them	7/17/2017 5:16 PM
28	no preference	7/17/2017 5:08 PM
29	No, listing has more leverage	7/17/2017 4:26 PM

Inman Survey: How to become the go-to buyer's agent

30	I especially love helping first time buyers.	7/17/2017 4:09 PM
31	No	7/17/2017 3:59 PM
32	I feel that organically I have gravitated towards representing the buyer because to me it's more about the connection, the stories behind their search and how I can be a part of it all.. the biggest satisfaction comes when we close on their dream home and a new life chapter begins. It really is an honor to be part of their journey.	7/17/2017 3:30 PM
33	no one wants to be a buyers agent. when you are new thats what's available for you. Listing is everything.	7/17/2017 3:25 PM
34	No	7/17/2017 3:16 PM
35	I love giving buyers keys to their new home and finding the perfect one for them	7/17/2017 2:57 PM
36	Yes. I just feel my skill-set is better suited to working with buyers.	7/17/2017 2:55 PM
37	Yes. I enjoy the home searching and the excitement of putting someone into a home they love.	7/17/2017 2:47 PM
38	no	7/17/2017 2:25 PM
39	The buying side is the exciting side of real estate. Most people are happy about buying a house and the energy makes it fun.	7/17/2017 2:24 PM
40	There is a follow up sale after they buy and referrals.	7/17/2017 2:17 PM
41	Yes- it's less work.	7/17/2017 2:14 PM
42	Yes, Love the hunt to find what they are looking for...or as close as possible	7/17/2017 1:18 PM
43	I prefer the challenge of finding the perfect home!	7/17/2017 1:18 PM
44	I am doing both	7/17/2017 1:14 PM
45	Yes, because a buyer is nearly a guaranteed sale.	7/17/2017 12:58 PM
46	N/A	7/17/2017 12:40 PM
47	I don't have a preference however I have been more successful with buyers.	7/17/2017 12:33 PM
48	Find working with buyers more satisfying; can always accomplish goal with buyers...not so much with sellers.	7/17/2017 12:30 PM
49	No	7/17/2017 12:30 PM
50	no	7/17/2017 12:25 PM
51	I like both	7/17/2017 12:22 PM
52	No.	7/17/2017 12:22 PM
53	Yes, they are easier	7/17/2017 12:18 PM
54	I find it a lot more rewarding	7/17/2017 12:10 PM
55	I understand construction I am a journeyman electrician and I get a good feel early for what my clients want	7/17/2017 11:58 AM
56	Listing is best because you have thousands of other agents helping sell your listings.	7/17/2017 11:52 AM
57	There is something so regarding about bringing someone new into a community. Buyers are typically more appreciative and refer more often than sellers.	7/17/2017 11:47 AM
58	N/A	7/17/2017 11:44 AM
59	After 15 years in business, I find is more personally rewarding to provide exclusive buyer representation	7/17/2017 11:37 AM
60	Listing Agent - You get more buyers and don't work as hard	7/17/2017 11:32 AM
61	That 'changing the world' feeling is a little stronger on the buy side.	7/17/2017 11:29 AM
62	na	7/17/2017 11:26 AM
63	No, simply a seller is likely buying something else. I would rather have 2 deals than 1.	7/17/2017 11:16 AM

Inman Survey: How to become the go-to buyer's agent

64	I help buyers for positions with in the medical comunity from interviews to appointments to the positions they interview for. Mostly working with doctors over the years has helped me to understand their needs better helps to relocating.	7/17/2017 11:01 AM
65	Buyers are usually more fun & excited	7/17/2017 10:57 AM
66	I do not have a preference. When I first started in the business, I knew selling a home was a serious job and intended to do it right, that meant spending money. I did not (believe) I had the means to spend money on distinctive marketing, so I focused on Buyer leads rather than seller.	7/17/2017 10:54 AM
67	No, better leverage of time with listings	7/17/2017 10:44 AM
68	Helping someone find "the one" and get into it is very rewarding	7/17/2017 10:44 AM
69	No	7/17/2017 10:43 AM
70	Yes! Immediacy of actions	7/17/2017 10:43 AM
71	I find buyers easier to connect with	7/17/2017 10:37 AM
72	My wife is the listing agent, and I like getting out.	7/17/2017 10:35 AM
73	yes,i'm able to focus on buyer activities, no distractions	7/17/2017 10:32 AM
74	Yes. I can close a buyer in 5 hours with less than 3 showings vs. a listing that isn't guaranteed to sell and requires upfront investment dollars (marketing, professional photography, signs, etc.)	7/17/2017 10:28 AM
75	The name of the game is closings. Not listings. There is no one way to do business. It's what works for you and what your niche is; master it.	7/17/2017 10:12 AM
76	Yes, love meeting those new community and enjoy showing homes.	7/17/2017 10:05 AM
77	n/a	7/17/2017 9:59 AM
78	50/50	7/17/2017 9:52 AM
79	I thrive in educating buyers on the process, the market and their options. I have a hard time explaining to sellers each week why their house has not sold	7/17/2017 9:51 AM
80	No, prefer listing, more control of time.	7/17/2017 9:42 AM
81	Like working with both buyers and selles	7/17/2017 9:42 AM
82	No, I like listings because you have more control over the transaction.	7/17/2017 9:19 AM
83	No - more risk	7/17/2017 9:10 AM
84	Yes	7/17/2017 8:53 AM
85	Yes. I love helping people find the right home. I am also a designer and love to look at houses.	7/17/2017 8:41 AM
86	I am committed to buyer representation.	7/17/2017 8:24 AM
87	I like "welcome to the neighborhood" more than "goodbye".	7/17/2017 8:18 AM
88	No	7/17/2017 7:57 AM
89	Yes. I love helping people find the perfect home	7/17/2017 7:49 AM
90	N/A	7/17/2017 7:34 AM
91	You have more control of the outcome.	7/17/2017 7:33 AM
92	Yes- better fit for my personality and enjoy process of helping buyers	7/17/2017 7:29 AM
93	Yes. I think it's less responsibility.	7/17/2017 7:00 AM
94	I don't mind either	7/17/2017 6:55 AM
95	I like working with both buyers and sellers.	7/17/2017 6:55 AM
96	I have no preference	7/17/2017 6:49 AM
97	I dont really have a preference. I feel more comfortable with buyers because of my experience and I like to help people find their new home, but listing is easier after you get the listing.	7/17/2017 6:38 AM
98	Buyers agent. I like discovering buyers want/needs then negotiating burchase on their behalf.	7/17/2017 6:28 AM
99	I enjoy the process of guiding people along the process to reach their goals	7/17/2017 6:22 AM

Inman Survey: How to become the go-to buyer's agent

100	Yes. Buyers are pursuing a happy event - buying a home. They are more appreciative or advice, listen and follow the advice more and value my services. Sellers often cannot be fully pleased. They pay so they want, want, want and are not as appreciative.	7/17/2017 6:18 AM
101	Yes--it makes the buyers satisfied that they have received a new residence	7/17/2017 3:27 AM
102	Buyer's agent can be an exhausting escapade, however there is no other more rewarding feeling than the excitement I see on my buyers faces when I hand them the key at the closing table. I used to teach elementary school, 4th grade in fact, and what I love about being a buyer's agent is the fact that the buyers I work with really want to learn about things. They want me to do the research and provide them with all of the necessary information to make a solid fiscally responsible decision. I love math and I have a strong creative side, so together we back them into the financial side of the transaction, and meanwhile I help them see the potential for what their home will be once they paint or change out the window coverings, add a bluestone patio or paver walkway. I help them envision the dream and sometimes using my Pinterest boards, I show them what they can do to pull the house together. It is a great feeling to see them light up!	7/17/2017 2:27 AM
103	I really enjoy interacting with buyers in helping them to find a home they just love. If I don't find a home they just love, I have not done my job. Also, I want to help them and their family get happily settled as quickly and efficiently as possible.	7/17/2017 1:48 AM
104	no, not in this current sellers market. But it is so rewarding to give them the call when they win!	7/17/2017 12:37 AM
105	not really, just happens	7/17/2017 12:32 AM
106	no	7/17/2017 12:11 AM
107	No	7/17/2017 12:11 AM
108	It honestly depends on the client. Buyers are a lot more work v]but also a lot more rewarding	7/17/2017 12:07 AM
109	No.	7/17/2017 12:02 AM
110	Yes. I build more relationships faster	7/16/2017 11:48 PM
111	YES, because I am in tune with the local market and because as this is my second career, I have other experience that helps me relate to my clients needs.	7/16/2017 11:39 PM
112	Yes, because I think I have more control of the situation. I do not have control of the inventory and availability of houses, but I do have more control over the transaction.	7/16/2017 11:34 PM
113	Yes. I work for a team and find it's a lot easier to get buyer leads than to find someone wanting to sell.	7/16/2017 11:29 PM
114	No. Much more time intensive. difficult to manage my schedule	7/16/2017 10:59 PM
115	I prefer listing properties - but I work with many buyers also	7/16/2017 10:48 PM
116	No	7/16/2017 10:44 PM
117	I love being a Buyer's Agent! As a former teacher, it's important to me that Buyers understand what they are getting themselves into in order to prevent another massive financial housing crisis.	7/16/2017 10:33 PM
118	No	7/16/2017 10:23 PM
119	Prefer to be a listing agent. Less driving. More control.	7/16/2017 10:17 PM
120	REALTOR	7/16/2017 10:12 PM
121	No! I rather be a listing agent.	7/16/2017 10:07 PM
122	Would like listings as well	7/16/2017 10:06 PM
123	Yes, I feel very accomplished helping buyers find a home	7/16/2017 10:06 PM
124	no	7/16/2017 9:55 PM
125	I like both	7/16/2017 9:51 PM
126	Both are equally imporant	7/16/2017 9:50 PM
127	I like both...I don't prefer buyers over sellers or vice versa	7/16/2017 9:48 PM
128	Yes love to be out and about all the time.	7/16/2017 9:40 PM

Inman Survey: How to become the go-to buyer's agent

129	At times, buyers agent has less demands	7/16/2017 9:30 PM
130	yes. I think it fits my personality skillset	7/16/2017 9:22 PM
131	Both have their merits	7/16/2017 9:19 PM
132	Love 1st time home buyers or when buyers upgrade.	7/16/2017 9:05 PM
133	I like working with great buyers as well as great sellers.	7/16/2017 9:04 PM
134	No, we have a team - so we do both	7/16/2017 9:01 PM
135	No	7/16/2017 8:57 PM
136	Listing agents have less control of the situation.	7/16/2017 8:56 PM
137	Yes, you build a strong relationship with people as you guide them through the process...	7/16/2017 8:49 PM
138	It keeps me on my toes. Buyers ask many more market-related questions. Listings are easier to manage and cost more money.	7/16/2017 8:40 PM
139	I enjoy matching the family with the home and really getting into their desires and needs. Also, I am a new agent and only have had 2 listings so far - both for land!	7/16/2017 8:36 PM
140	Enjoy working with buyers more than sellers	7/16/2017 8:36 PM
141	I like both roles.	7/16/2017 8:34 PM
142	No I really like both aspects of our industry equally	7/16/2017 8:31 PM
143	Yes. I love the consultant part of the business, qualifying a buyer for the right property in the right location for the best terms and price.	7/16/2017 8:30 PM
144	Buyer agent love showing homes to clients, The expression on my client face when they find the right home. Every aspect of the buying process.	7/16/2017 8:22 PM
145	I think I am a better buyer's agent based on my own personal skill set	7/16/2017 8:21 PM
146	yes	7/16/2017 8:21 PM
147	No	7/16/2017 8:10 PM
148	No	7/16/2017 8:06 PM
149	I like both. One third buyers is the perfect mix.	7/16/2017 8:03 PM
150	I'm getting the buyer what they want, NOT pushing a property on them that may not fit them	7/16/2017 8:02 PM
151	Yes. I love to develop relationships with buyers	7/16/2017 8:01 PM
152	No	7/16/2017 8:01 PM
153	buyer. more challenges	7/16/2017 8:00 PM
154	Yes, buyers are happier!	7/16/2017 7:59 PM
155	No, I would rather work with sellers. It is more rewarding and easier in this low inventory market.	7/16/2017 7:58 PM
156	I like both as it serves the purpose of being a realtor, to help clients find their piece of paradise or sell their house to transfer out of Hawaii, or unload a debt, or to buy an upgrade.	7/16/2017 7:54 PM
157	There is usually more gratitude from buyers than sellers. Sellers perceive we agents are being paid a lot, and that the sellers have not received all they might have.	7/16/2017 7:43 PM
158	I equally like doing both	7/16/2017 7:26 PM
159	No	7/16/2017 7:25 PM
160	Yes, it brings me joy to know I helped them find a home.	7/16/2017 7:24 PM
161	I have no preference for one side over the other.	7/16/2017 7:23 PM
162	No. Love aspects of both.	7/16/2017 7:18 PM
163	Hands down Listing Agent - It is a much more Profitable use of my time - I keep track of my "Time Out" vs "Cash In" - Its 3x Better to be the Listing Agent	7/16/2017 7:16 PM
164	Yes, we've been exclusive since 1987. Less headache!	7/16/2017 7:15 PM

Inman Survey: How to become the go-to buyer's agent

165	No, not in the current market - due to lack of inventory	7/16/2017 7:13 PM
166	Enjoy helping them to clarify their current and future goals and look from a realty point of view. Reassuring the buyer by educating by providing the best information from past sales.	7/16/2017 7:09 PM
167	No	7/16/2017 6:58 PM
168	Yes, love educating buyers about process	7/16/2017 6:54 PM
169	I love helping people find their dream home! So satisfying!	7/16/2017 6:52 PM
170	NO	7/16/2017 6:52 PM
171	FASTER COMMISSIONS, VARIETY OF SITUATIONS, NEVER BORING	7/16/2017 6:51 PM
172	No	7/16/2017 6:50 PM
173	Would prefer to be a listing agent!	7/16/2017 6:43 PM
174	Neutral	7/16/2017 6:36 PM
175	Either	7/16/2017 6:34 PM
176	It is more rewarding. I am older and I work mostly with young families/ first time buyers.... I protect them and guide them. It is the most rewarding part of my professional life.	7/16/2017 6:29 PM
177	I enjoy both.	7/16/2017 6:28 PM
178	No, I prefer listings.	7/16/2017 6:25 PM
179	No. I would prefer to be a listing agent.	7/16/2017 6:25 PM
180	Love helping people find their home	7/16/2017 6:21 PM
181	No	7/16/2017 6:19 PM
182	No	7/16/2017 6:16 PM
183	no	7/16/2017 6:15 PM
184	Repeat business (most sellers in our area are moving away.	7/16/2017 6:14 PM
185	Yes. Being the listing agent is asking to be verbally abused. Sellers won't listen and then when not selling or things go wrong, its the agent's fault! Not my cup of tea!	7/16/2017 6:12 PM
186	More comfortable in that role	7/16/2017 6:11 PM
187	No - it is more time consuming and requires more time in the car.	7/16/2017 6:08 PM
188	I make an emotional connection with buyers	7/16/2017 6:04 PM
189	Yes, it's easier for me .	7/16/2017 6:03 PM
190	50/50 Buyers are potentially quicker closings, but right now, sellers are the quick closings.	7/16/2017 5:59 PM
191	Buyer - more variet	7/16/2017 5:59 PM
192	No	7/16/2017 5:54 PM
193	No.	7/16/2017 5:53 PM
194	Yes. Listings are expensive and over rated . Also the reality of real estate 2.0 is that listings may go to the disruptive economy but buyers agent's will still be required.	7/16/2017 5:46 PM
195	Yes, because I enjoying touring the properties with my buyer and learning more about the market and what buyers are doing to prepare their homes for sale.	7/16/2017 5:45 PM
196	The thrill of the hunt	7/16/2017 5:41 PM
197	Yes	7/16/2017 5:40 PM
198	No	7/16/2017 5:40 PM
199	I like both but I do enjoy buyers , many agents are strictly listers	7/16/2017 5:37 PM
200	I like the listing side, but buyers teach me so much. When you have mastered being a buyers agent, you will be an impeccable listing agent.	7/16/2017 5:37 PM
201	International Investors,	7/16/2017 5:36 PM

Inman Survey: How to become the go-to buyer's agent

202	You get to know your clients more and you are seeing more property.	7/16/2017 5:34 PM
203	Listing, much less work	7/16/2017 5:32 PM
204	Equal	7/16/2017 5:29 PM
205	Not sure	7/16/2017 5:28 PM
206	No	7/16/2017 5:27 PM
207	I enjoy both.	7/16/2017 5:23 PM
208	I find satisfaction on both sides.	7/16/2017 5:22 PM
209	Not a preference, but it is a different approach in many ways	7/16/2017 5:21 PM
210	I like being a consultant more than a salesperson	7/16/2017 5:21 PM
211	I love to help my clients make their dream come true. It isn't always a dream come true with sellers	7/16/2017 5:21 PM
212	Yes, I love working with buyers; however listings are much less time consuming	7/16/2017 5:20 PM
213	No	7/16/2017 5:17 PM
214	No I like both just the same	7/16/2017 5:13 PM
215	Yes and no. Some things are more fun with buyers, like helping them find their dream. Some things are more fun with sellers, like creating a video story about the home you are selling. So it depends but generally it's more fun with buyers I think.	7/16/2017 5:09 PM
216	Yes not so many unrealistic expectations	7/16/2017 5:08 PM
217	I enjoy both!	7/16/2017 5:05 PM
218	Not really.	7/16/2017 5:05 PM
219	no	7/16/2017 5:04 PM
220	No	7/16/2017 5:04 PM
221	Yes	7/16/2017 5:02 PM
222	Buyer's Agent, I find that buyer's are happier for the most part than sellers.	7/16/2017 5:01 PM
223	Buyer agency is more active than passive. You make things happen instead of waiting for them to happen.	7/16/2017 4:58 PM
224	I like have the mix of both. I really enjoy relocation. Buyers are excited to move to a new place and I provide more of a concierge service for my clients.	7/16/2017 4:58 PM
225	Love being able to get to know the buyers. They become good and close friends.	7/16/2017 4:57 PM
226	Enjoy both, but the joy of helping someone Buy a Home is greater than helping a Seller, except for some extenuating circumstances (i.e. Seller has dire situation and needs desperately to sell)	7/16/2017 4:57 PM
227	I'm more familiar with buyer agency, not a lot of experience with listings YET	7/16/2017 4:54 PM
228	Yes because they are building their wealth (my brand) and listing market is saturated	7/16/2017 4:54 PM
229	Enjoy putting someone into their dream home, or as close to it as possible.	7/16/2017 4:52 PM
230	It depends. If they are pre-qualified & ready to actually buy.	7/16/2017 4:52 PM
231	Prefer listing	7/16/2017 4:51 PM
232	Sometimes!! It is easier	7/16/2017 4:50 PM
233	No	7/16/2017 4:48 PM
234	Yes. It feels more rewarding.	7/16/2017 4:47 PM
235	Much easier job, less cost, listing agents have to carry all of the expenses to sell. A buyers agent can take time off when ever they want and then get right back to work. With listings you can never leave.	7/16/2017 4:45 PM
236	I prefer a healthy mix of both	7/16/2017 4:41 PM
237	I enjoy teaching, and it's very rewarding	7/16/2017 4:41 PM

Inman Survey: How to become the go-to buyer's agent

238	No	7/16/2017 4:40 PM
239	Yes it's more exciting	7/16/2017 4:39 PM
240	Yes, if a buyer is pre-approved then you most likely will find them a home. Seller's can be difficult as they are not always willing to price their home properly to get it sold. Seller's sometimes lack motivation.	7/16/2017 4:38 PM
241	I think you need to be both	7/16/2017 4:37 PM
242	In some market conditions I prefer buyer as inventory is difficult to sell	7/16/2017 4:35 PM
243	NO	7/16/2017 4:34 PM
244	Love both	7/16/2017 4:34 PM
245	Buyers are so joyful when you find the right home, for the right price is immeasurable. You have a direct impact on the improvement of your client's lifestyle and financial future. There's nothing like helping a buyer!	7/16/2017 4:33 PM
246	No.	7/16/2017 4:33 PM
247	On a team and that is the role I have.	7/16/2017 4:33 PM
248	Yes.....I can work with more buyers at one time.	7/16/2017 4:31 PM
249	Many times there are more buyers than listings is it gives me opportunity to connect with potential sellers not currently listing their home in mls. Gives my buyers a leg up and gives me ability to generate seller leads as well	7/16/2017 4:30 PM
250	NO	7/16/2017 4:30 PM
251	Buyers are generally happy. Sellers are too stressed out.	7/16/2017 4:28 PM
252	Yes. I like managing the buyer search, offer, contract to close processes.	7/16/2017 4:27 PM
253	Yes, Live the relationship that comes from spending quality time looking st homes together. I judge that I am helping folks more being a Buyer's agent than a listing agent.	7/16/2017 4:27 PM
254	I love the look in the buyers'eyes when they find the home.	7/16/2017 4:27 PM
255	No.	7/16/2017 4:26 PM
256	Yes. Tends to be much more pleasant and buyer's are much more appreciate of your sevicees.	7/16/2017 4:25 PM
257	I LIKE BUYERS. CURRENTLY THE BACK OUT RATE IS CONCERNING	7/16/2017 4:23 PM
258	No	7/16/2017 4:22 PM
259	No I like both	7/16/2017 4:22 PM
260	Prefer to be a listing agent	7/16/2017 4:20 PM
261	Yes. For me, it's more gratifying to find a home and watch their excitement.	7/16/2017 4:19 PM
262	My insights about the listing inventory is much deeper. I explore more neighborhoods, know more about them, including building departments, service professionals, etc. I believe I work with a wider variety of age groups (where I live).	7/16/2017 4:19 PM
263	It's how I'm making money now...	7/16/2017 4:16 PM
264	It allows me to focus on a specific market. Despise the low standards of many listing agents and the subsequent comparisons.	7/16/2017 4:15 PM
265	Not prefer. But would like to be equally a listing agent as well	7/16/2017 4:14 PM
266	Yes. I love the relational role I play in my clients lives. Looking for their next home is an important responsibility that I take seriously.	7/16/2017 4:07 PM
267	No	7/16/2017 4:06 PM
268	Not sure, I just liking working with buyers finding something that they need.	7/16/2017 4:05 PM
269	I enjoy the hunt... and the travel involved.	7/16/2017 4:01 PM
270	Yes, I love the challenge to find my clients dream home!	7/16/2017 4:01 PM
271	Buyer agent-it is a funner process and exciting for them	7/16/2017 4:01 PM

Inman Survey: How to become the go-to buyer's agent

272	No	7/16/2017 4:00 PM
273	Fits my passion for finding f the right home for each xlient	7/16/2017 4:00 PM
274	Enjoy doing both!	7/16/2017 4:00 PM
275	No prefer listings	7/16/2017 3:59 PM
276	No	7/16/2017 3:58 PM
277	Yes it gives us opportunity to know each other and build trust	7/16/2017 3:56 PM
278	No	7/16/2017 3:54 PM
279	I enjoy both	7/16/2017 3:53 PM
280	Yes. I have done both sides, and the buy side is much more enjoyable because the clients are thrilled when you find them the right house and are appreciative.	7/16/2017 3:53 PM
281	Buyers Agent - It's a nomadic adventure in the real estate jungle.	7/16/2017 3:51 PM
282	I do both but the only listings I have had was because my buyers had to sell to get into another home. Buying is better because of the personal interaction, love my clients!	7/16/2017 3:50 PM
283	both are important. Seller's usually become buyers	7/16/2017 3:47 PM
284	no	7/16/2017 3:43 PM
285	I enjoy both sides	7/16/2017 3:42 PM
286	No	7/16/2017 3:41 PM
287	Being a buyer's gent is much more interesting and rewarding. But man does not live by buyers alone.	7/16/2017 3:41 PM
288	I find listing a hassle.	7/16/2017 3:41 PM
289	I really like the challenge. It is exciting to me.	7/16/2017 3:40 PM
290	No	7/16/2017 3:39 PM
291	No-I like a good mix. Listings provide organic free leads.	7/16/2017 3:39 PM
292	Buyer- more gratitude from client	7/16/2017 3:37 PM
293	I like both	7/16/2017 3:37 PM
294	not in this current seller's market!	7/16/2017 3:36 PM
295	No preference.	7/16/2017 3:35 PM
296	Listing agent, get more leads	7/16/2017 3:35 PM
297	I don't have a preference, but I do enjoy working with buyers	7/16/2017 3:35 PM
298	No I want listings	7/16/2017 3:34 PM
299	Both are great. Listings require less time, but I feel have less emotional reward	7/16/2017 3:30 PM
300	I don't prefer it, it happens to be that way	7/16/2017 3:30 PM
301	No. It's exhausting.	7/16/2017 3:29 PM
302	I disagree with the conflict of interest that is a result of a BROKERAGE representing buyers and sellers.	7/16/2017 3:28 PM
303	No	7/16/2017 3:28 PM
304	No	7/16/2017 3:27 PM
305	50/50 I like a mix of both.	7/16/2017 3:26 PM
306	Yes, I enjoy helping people find the home they desire	7/16/2017 3:25 PM
307	No	7/16/2017 3:25 PM
308	no	7/16/2017 3:23 PM
309	Sometimes. Less headache	7/16/2017 3:23 PM

Inman Survey: How to become the go-to buyer's agent

310	I prefer working with both	7/16/2017 3:23 PM
311	No	7/16/2017 3:23 PM
312	Dual agency	7/16/2017 3:22 PM
313	no	7/16/2017 3:21 PM
314	After 17 years I am comfortable and prepared for both.	7/16/2017 3:21 PM
315	No. I would rather be a listing agent for control of my time	7/16/2017 3:20 PM
316	I enjoy meeting & helping people fulfill their real estate goal.,	7/16/2017 3:19 PM
317	Yes. It is the honest side of the business. I get to be totally honest with my buyers with regard to my opinion of the condition and suitability of a home for my client. They expect and appreciate that.	7/16/2017 3:19 PM
318	No	7/16/2017 3:18 PM
319	No	7/16/2017 3:18 PM
320	I like people. Rewarding to help someone find their dream home and obtain it. I excel in strategies to win bidding wars	7/16/2017 3:16 PM
321	Like helping individuals and families find homes to purchase	7/16/2017 3:15 PM
322	Don't mind it.. I get my Buyers from my listings usually.	7/16/2017 3:14 PM
323	I like both. We do 50/50	7/16/2017 3:13 PM
324	I like making the relationship and achieving the goals, making happy people in the world...	7/16/2017 3:10 PM
325	No	7/16/2017 3:10 PM
326	No	7/16/2017 3:10 PM
327	Both	7/16/2017 3:09 PM
328	No	7/16/2017 3:09 PM
329	I like representing both buyers and sellers. It make me a better buyer's agent to have extensive experience working with listings and sellers.	7/16/2017 3:09 PM
330	Buyers	7/16/2017 3:08 PM
331	Yes, buyers usually buy, but listings do not always sell.	7/16/2017 3:07 PM
332	Enjoy both	7/16/2017 3:07 PM
333	Yes. Buyers are happier and more appreciative, sellers always want more for their property than it's worth...	7/16/2017 3:07 PM
334	Prefer listing agent - but like first time buyers :)	7/16/2017 3:07 PM
335	no	7/16/2017 3:07 PM
336	Because i have a high level of professional knowledge-CPA, PE, MBA	7/16/2017 3:06 PM
337	No	7/16/2017 3:06 PM
338	I love representing my client on both sides I'm here to help them with their needs	7/16/2017 3:05 PM
339	no.	7/16/2017 3:05 PM
340	No	7/16/2017 3:04 PM
341	Both are rewarding. Build more of a relationship with buyers	7/16/2017 3:04 PM
342	No preference. I choose to help anyone on either end of the transaction. However, helping buyers is more personal; while trying to help sellers can be tough if they choose not to follow advisement.	7/16/2017 3:03 PM
343	I like the challenges of both	7/16/2017 3:02 PM
344	No preference	7/16/2017 3:02 PM
345	less stress	7/16/2017 3:01 PM

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346	Buyers are easier and more enjoyable	7/16/2017 3:01 PM
347	It depends on the market. If balanced or sellers' market, then listing agent. If buyers' market, then buyers' agent, in general.	7/16/2017 3:00 PM
348	Trying to find business vs waiting for it to come to me	7/16/2017 3:00 PM
349	No, enjoy both, diversity.	7/16/2017 3:00 PM
350	Yes, I like working with buyers	7/16/2017 2:59 PM
351	No preference - I enjoy having a mix of both buyers and sellers.	7/16/2017 2:57 PM
352	Yes, I like the whole process better then trying to compete for a listing	7/16/2017 2:57 PM
353	Idk, I'm new. I'd imagine listing so I have control over my time	7/16/2017 2:56 PM
354	I'm more in control with listings so that's my preference, but I'll certainly work just as hard for buyers.	7/16/2017 2:56 PM
355	no	7/16/2017 2:54 PM
356	YES YES YES YES	7/16/2017 2:54 PM
357	I actually like doing both	7/16/2017 2:54 PM
358	No	7/16/2017 2:53 PM
359	Listing agent. It is much easier and less time consuming.	7/16/2017 2:53 PM
360	No because having a listing is more secure	7/16/2017 2:52 PM
361	A healthy mix is the key to success. Finding the right fit is always energizing.	7/16/2017 2:52 PM
362	As a new agent listing as harder to come by than buyers.	7/16/2017 2:52 PM
363	I like a balance. With buyers you know they have to live somewhere!	7/16/2017 2:51 PM
364	Yes	7/16/2017 2:51 PM
365	Our market is so competitive, success of multiple offers is very difficult.	7/16/2017 2:49 PM
366	Not really. I like both.	7/16/2017 2:49 PM
367	Either is fine	7/16/2017 2:47 PM
368	No, but again it depends on the clients. :-)	7/16/2017 2:47 PM
369	Our team has both LA and BA's	7/16/2017 2:46 PM
370	no	7/16/2017 2:44 PM
371	They are both equally important in order to remain relevant in this market.	7/16/2017 2:43 PM
372	I enjoy both sides!	7/16/2017 2:42 PM
373	No	7/16/2017 2:42 PM
374	No	7/16/2017 2:38 PM
375	Buyers agent- I like helping people finding their home. They are so happy when everything goes right. Sellers don't appreciate the work.	7/16/2017 2:36 PM
376	No	7/16/2017 2:36 PM
377	No	7/16/2017 2:35 PM
378	Yes! Even though listings are the way to less work and more profit, I enjoy being there to support and educate buyers. I enjoy using my active listening skills to find out what they really want, then deliver on showing them places that meet this. I enjoy the human connection and friendships that develop from many of my client experiences.	7/16/2017 2:33 PM
379	No. I prefer being a Listing Agent. It's more cost effective	7/16/2017 2:33 PM
380	Not necessarily, i work with both	7/16/2017 2:33 PM
381	I am a non-competing broker so don't really show or list anymore.	7/16/2017 2:32 PM
382	Not typically - they often are not committed - those that are are wonderful though	7/16/2017 2:31 PM

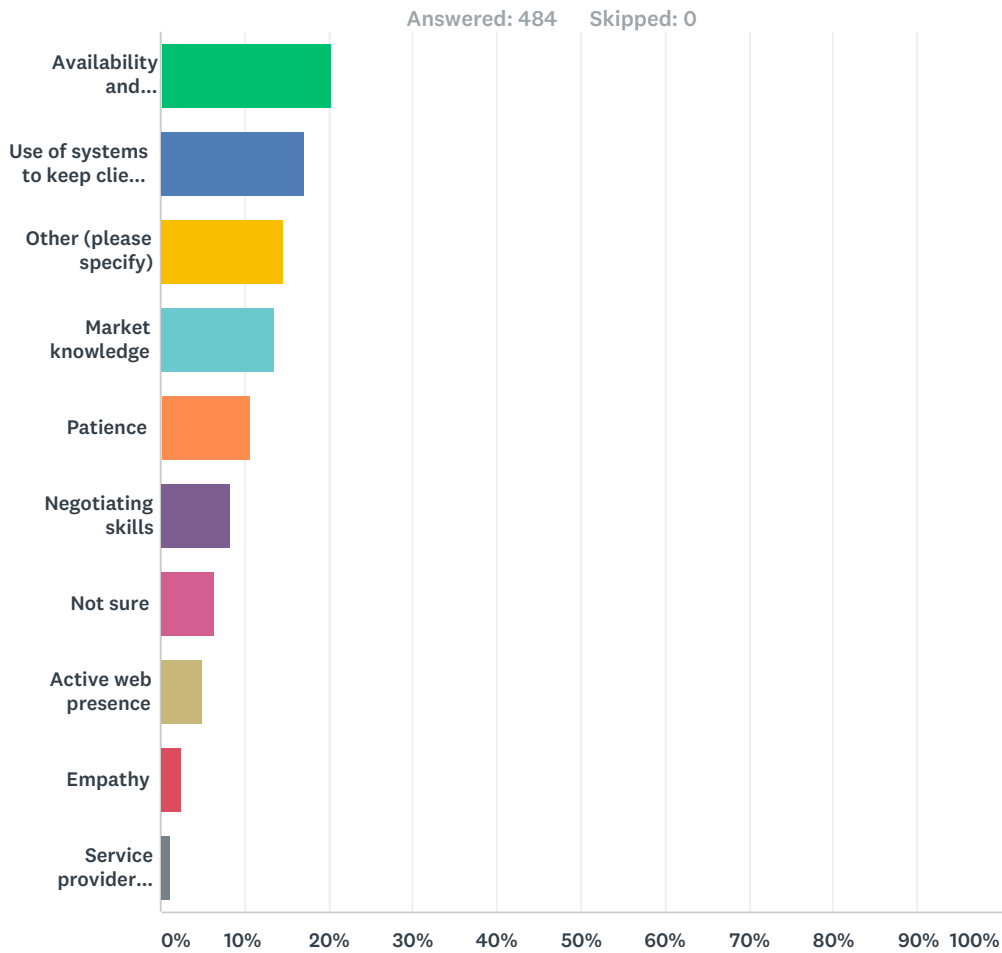
Inman Survey: How to become the go-to buyer's agent

383	Yes because I am a "people person" and love to meet new folks.	7/16/2017 2:30 PM
384	Prefer listing agent	7/16/2017 2:30 PM
385	I prefer the balance of both. As a buyer's agent, I am able to get first hand information regarding the market which helps when pricing listings.	7/16/2017 2:27 PM
386	No. I list property only. I have 4 buyer's agents	7/16/2017 2:24 PM
387	I am good at it I have 17 years lending, rehabbing and title services experience.	7/16/2017 2:22 PM
388	my business is about 50/50 and I like that balance	7/16/2017 2:21 PM
389	I love it. I love educating my clients, many whom are first time home buyers	7/16/2017 2:20 PM
390	Deeper level of connection with the customer	7/16/2017 2:20 PM
391	Yes I like helping people.	7/16/2017 2:20 PM
392	No	7/16/2017 2:20 PM
393	Buyers are happier	7/16/2017 2:20 PM
394	Yes. When I'm a listing agent, I can do the marketing and advertising for it, and give my advise and input, but if it's not selling, I sometimes feel like there's not much I can do and I feel as if I'm not doing my sellers a proper service. When I'm a buyer's agent, I feel as if there is always value I can show to a client.	7/16/2017 2:19 PM
395	Getting to know and understand people's needs challenges me!	7/16/2017 2:19 PM
396	Both but love buyers excitement and being able to get them the home that fits their dreams.	7/16/2017 2:17 PM
397	not necessarily	7/16/2017 2:16 PM
398	Some days - variety of homes you get to see & more fun to go shopping!	7/16/2017 2:16 PM
399	I like to keep my business balanced--50% of each	7/16/2017 2:15 PM
400	Depends on current split of buyers/sellers that I am working with	7/16/2017 2:15 PM
401	Absolutely! The joy comes from knowing you are making a difference and changing people's lives for the better!	7/16/2017 2:15 PM
402	Enjoy the challenge of helping buyers find that "Perfect" home	7/16/2017 2:14 PM
403	na	7/16/2017 2:14 PM
404	I like both	7/16/2017 2:12 PM
405	No	7/16/2017 2:12 PM
406	I'm a Listing Agent with a Buyer Agent on my team	7/16/2017 2:11 PM
407	Yes, I enjoy the experience of helping people fulfill their dream of home ownership. I call it the happier side of real estate.	7/16/2017 2:10 PM
408	I enjoy the research, hunt and making the right match	7/16/2017 2:09 PM
409	Sometimes - you get to really know them but it can be an long process.	7/16/2017 2:07 PM
410	No.	7/16/2017 2:03 PM
411	Usually the Buyer has already located the property. They want representation through the buying process. Where the listing agent has the property to sell, promote it, and work with the buyer's agent.	7/16/2017 2:01 PM
412	Buyers are more loyal.	7/16/2017 2:00 PM
413	No. I'd rather be a listing agent. Get really there is a lot less time involved	7/16/2017 1:59 PM
414	no	7/16/2017 1:58 PM
415	Listing agent, guaranteed \$\$	7/16/2017 1:53 PM
416	Yes -- always worked primarily with buyers	7/16/2017 1:52 PM
417	Yes, you are not stuck selling a awful house	7/16/2017 1:47 PM
418	No, it just seems to keep following me.	7/16/2017 1:44 PM

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346	Buyers are easier and more enjoyable	7/16/2017 3:01 PM
347	It depends on the market. If balanced or sellers' market, then listing agent. If buyers' market, then buyers' agent, in general.	7/16/2017 3:00 PM
348	Trying to find business vs waiting for it to come to me	7/16/2017 3:00 PM
349	No, enjoy both, diversity.	7/16/2017 3:00 PM
350	Yes, I like working with buyers	7/16/2017 2:59 PM
351	No preference - I enjoy having a mix of both buyers and sellers.	7/16/2017 2:57 PM
352	Yes, I like the whole process better then trying to compete for a listing	7/16/2017 2:57 PM
353	Idk, I'm new. I'd imagine listing so I have control over my time	7/16/2017 2:56 PM
354	I'm more in control with listings so that's my preference, but I'll certainly work just as hard for buyers.	7/16/2017 2:56 PM
355	no	7/16/2017 2:54 PM
356	YES YES YES YES	7/16/2017 2:54 PM
357	I actually like doing both	7/16/2017 2:54 PM
358	No	7/16/2017 2:53 PM
359	Listing agent. It is much easier and less time consuming.	7/16/2017 2:53 PM
360	No because having a listing is more secure	7/16/2017 2:52 PM
361	A healthy mix is the key to success. Finding the right fit is always energizing.	7/16/2017 2:52 PM
362	As a new agent listing as harder to come by than buyers.	7/16/2017 2:52 PM
363	I like a balance. With buyers you know they have to live somewhere!	7/16/2017 2:51 PM
364	Yes	7/16/2017 2:51 PM
365	Our market is so competitive, success of multiple offers is very difficult.	7/16/2017 2:49 PM
366	Not really. I like both.	7/16/2017 2:49 PM
367	Either is fine	7/16/2017 2:47 PM
368	No, but again it depends on the clients. :-)	7/16/2017 2:47 PM
369	Our team has both LA and BA's	7/16/2017 2:46 PM
370	no	7/16/2017 2:44 PM
371	They are both equally important in order to remain relevant in this market.	7/16/2017 2:43 PM
372	I enjoy both sides!	7/16/2017 2:42 PM
373	No	7/16/2017 2:42 PM
374	No	7/16/2017 2:38 PM
375	Buyers agent- I like helping people finding their home. They are so happy when everything goes right. Sellers don't appreciate the work.	7/16/2017 2:36 PM
376	No	7/16/2017 2:36 PM
377	No	7/16/2017 2:35 PM
378	Yes! Even though listings are the way to less work and more profit, I enjoy being there to support and educate buyers. I enjoy using my active listening skills to find out what they really want, then deliver on showing them places that meet this. I enjoy the human connection and friendships that develop from many of my client experiences.	7/16/2017 2:33 PM
379	No. I prefer being a Listing Agent. It's more cost effective	7/16/2017 2:33 PM
380	Not necessarily, i work with both	7/16/2017 2:33 PM
381	I am a non-competing broker so don't really show or list anymore.	7/16/2017 2:32 PM
382	Not typically - they often are not committed - those that are are wonderful though	7/16/2017 2:31 PM

Q6 In which area of service could buyer's agents most improve?



Answer Choices	Responses	
Availability and attentiveness to client needs	20.25%	98
Use of systems to keep clients informed step by step	17.15%	83
Other (please specify)	14.67%	71
Market knowledge	13.64%	66
Patience	10.74%	52
Negotiating skills	8.47%	41
Not sure	6.40%	31
Active web presence	4.96%	24
Empathy	2.48%	12
Service provider recommendations	1.24%	6
Total		484

Q7 How can buyer's agents go above and beyond for clients?

Answered: 484 Skipped: 0

#	Responses	Date
1	Provide them with the tools & knowledge to make informed & the right decisions.	7/18/2017 1:55 PM
2	Follow up, follow up, follow up!	7/18/2017 1:52 PM
3	The Buyer's Broker Homebuying System is built on a foundation of trust and commitment to our clients. Our proven processes, sophisticated systems, and state of the art technology are all designed to help you purchase the right home, at the right price, on the right terms. Professionalism and world class service distinguish us from the traditional real estate business. We believe that in every real estate transaction the buyer deserves representation equal to that furnished to the seller and we provide that representation with The Buyer's Broker Homebuying System.	7/18/2017 1:38 PM
4	It's all about treating them like you would want to be treated. Being totally straight-forward with them and never trying to "sell" them a house just to get the deal done. Patience, market knowledge, and tons of research. Educate the buyer so they can make an informed decision.	7/18/2017 11:55 AM
5	Emotional support & quick communication	7/18/2017 11:46 AM
6	Educate! Educate! Educate! in today's fast moving market buyers need to understand the market and be able to identify the right home when it comes available.	7/18/2017 11:34 AM
7	Listen better, Educate themselves better.	7/18/2017 11:24 AM
8	Communicate often and provide empathy and emotional support.	7/18/2017 11:06 AM
9	Answered above	7/18/2017 10:46 AM
10	have the clients best interest in mind not theirs. Be a full time agent, not a part time commission grabber. Understand the negotiation process.	7/18/2017 10:43 AM
11	Having resources to help answer all problems during the buying process is solved.	7/18/2017 9:58 AM
12	discovery items of what the listing agent hasn't provided	7/18/2017 6:48 AM
13	Just pay attention to the client needs/wants.	7/18/2017 4:12 AM
14	treat buyer's like family, build trust within.	7/17/2017 10:53 PM
15	doing unexpected extras, establish expectation from begining and follow thru	7/17/2017 10:53 PM
16	True Exclusive Buyer Agents focus on finding the "right" home at the best price and terms - always as an advisor and counselor rather than as a salesperson.	7/17/2017 10:39 PM
17	Stay in touch,	7/17/2017 10:21 PM
18	All my systems were developed to be buyer centric	7/17/2017 9:27 PM
19	To listen the client's needs	7/17/2017 8:40 PM
20	Answer the phone promptly, know the market not just fake knowing the market because you know facts.	7/17/2017 8:19 PM
21	.	7/17/2017 8:17 PM
22	Don't sell anything. Rather protect their space.	7/17/2017 8:01 PM
23	Have your buyer's best interest in mind. Treat them how you would want to be treated if you were in their shoes!	7/17/2017 7:59 PM
24	Communicate, under promise, over deliver.	7/17/2017 5:49 PM
25	Being available to at least discuss Buyers' needs and ideas as well as providing a steady look at properties to consider. This opens the door to good communication about Buyers like and need to have in a home.	7/17/2017 5:47 PM

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26	By doing the little things that help bring a sale to a close. For instance on Saturday I took hazardous waste (old paint, gasoline cans and propane tanks to the county hazardous waste recycling event. I was going with my own stuff but made it easier for my client get a clean property.	7/17/2017 5:42 PM
27	Be a great listener. Don't show clients hoes that you like, show them homes that they would like!	7/17/2017 5:37 PM
28	For some buyers an agent must essentially "hand-hold" the buyer through the entire process.	7/17/2017 5:16 PM
29	listen	7/17/2017 5:08 PM
30	More follow up.	7/17/2017 4:26 PM
31	Listen and empathize with them. Provide them helpful/beneficial information so they can make confident decisions. Anticipate questions they may have and seek to answer or direct them where they can get good answers. Treat them like you would want to be treated. Don't "sell them" truly care about them and their needs	7/17/2017 4:09 PM
32	Keep emotion out of the negotiations	7/17/2017 3:59 PM
33	many hours of work showing homes etc	7/17/2017 3:54 PM
34	I believe that buyers agent need to better inform potential buyers of the whole purchasing process before they go under contract. They really have no idea what to expect and it's very confusing for them specially if they are first time home buyers.	7/17/2017 3:30 PM
35	Make sure they got the best home for the money	7/17/2017 3:25 PM
36	Protect them with the contracts contingencies, educate them so they understand the jeopardy and seriousness of offers, and ensure all repairs are completed to their satisfaction.	7/17/2017 3:16 PM
37	Be there!!	7/17/2017 2:57 PM
38	I ensure that my clients are repeatedly educated at all stages of the transaction. They know what to expect, what's coming next, and how best to meet and work through challenges. I'm in daily communication with my clients, and make sure they know where everything stands at all times.	7/17/2017 2:55 PM
39	I'm sorry I have no idea but I am one of those agents who go above and beyond for my clients.	7/17/2017 2:47 PM
40	do what it takes to get the job done, Stop worrying about your paycheck	7/17/2017 2:25 PM
41	There are many ways from the service, experience and expertise.	7/17/2017 2:24 PM
42	Keep them on a time line to the best of your ability.	7/17/2017 2:17 PM
43	Be proactive- responsiveness, look for off market listings, cold call complexes that your buyers like to see if anyone there might be selling soon if there's no inventory, present offers in person.	7/17/2017 2:14 PM
44	always keep them informed and be available even just to answer questions	7/17/2017 1:18 PM
45	follow the deadlines and make sure everyone understands and adheres to them	7/17/2017 1:18 PM
46	Give them honest and truthful information about the property	7/17/2017 1:14 PM
47	It is sad to say but I get so many compliments for just doing the basics. 1 being on time. 2 doing what I said I am going to do.3 answering emails/texts/phone immediately or almost immediately. Above and beyond? Whether it is my job or not, if it helps the buyer and permitted, I will do it!	7/17/2017 12:58 PM
48	Working with the buyer on their schedule and following up after the closing with a note	7/17/2017 12:52 PM
49	All the way to the very end of the transaction.....	7/17/2017 12:40 PM
50	Research on everything your client might need. If they travel, how close is it to the airport. If they have children, where will they take ballet, music lessons etc.	7/17/2017 12:33 PM
51	Provide emotional support and keep them updated on the market.	7/17/2017 12:30 PM
52	Shorten response time!	7/17/2017 12:30 PM
53	do the things i mentioned that I do.	7/17/2017 12:25 PM
54	Knowing the market and the available inventory	7/17/2017 12:22 PM

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55	Educate them and familiarize them with likely scenarios.	7/17/2017 12:22 PM
56	Staying current in all the steps in involved for closing	7/17/2017 12:18 PM
57	Listen and Understand the "Big Picture" not just the transaction at hand. Provide solutions to all needs, lend a listening ear., provide praise & encouragement to your clients. Be Human and allow them to be also. Work according to their tech level, communicate the way they prefer talk, text, email..etc. Move according to their speed and level of motivation or you will get frustrated and they will feel like they are disappointing you. Allow them to make mistakes, the process is their best teacher...don't take it personally.	7/17/2017 12:10 PM
58	I recently took my client's dog to the vet because he was in a meeting and couldn't himself. The dog ended up having life saving surgery	7/17/2017 11:58 AM
59	Keep digging for the right house. Educate the buyer about the various phases of the purchase, - financing (avoiding lenders who can't seem to close on time -- perhaps fodder for another survey), home inspection, appraisal, etc.	7/17/2017 11:52 AM
60	Every Buyer is different with different needs, but analyzing and understanding your client is of the utmost importance. Be available, listen, and guide them through the process answering questions, and providing advice along the way.	7/17/2017 11:47 AM
61	Really get to know them. Be there for them. Follow up after closing. Stay in touch.	7/17/2017 11:46 AM
62	Become a concierge type agent/broker	7/17/2017 11:44 AM
63	Actively listening to preferences and concerns and then providing advice on peripheral services, like credit repair, finding the right lender, negotiating the deal.	7/17/2017 11:44 AM
64	By providing exceptional communications, needs analysis, and professional real estate counsel to their clients. By continually improving their personal knowledge of the market, best business practices, and other topics critical to buyers. By being exceptionally knowledgeable in financing options.	7/17/2017 11:37 AM
65	Creating a memorable experience	7/17/2017 11:32 AM
66	The strategy consultation when a buyer is considering offer terms is CRITICAL in the current competitive marketplace.	7/17/2017 11:29 AM
67	Regular updates on the market and once their offer is accepted, updates on purchase process	7/17/2017 11:26 AM
68	It is how much you know on the market. I had a listing that the agent was so aggressive to get the client a home that they way over shot the market, sometimes winning over rules market knowledge.	7/17/2017 11:16 AM
69	Being available to the needs of people.	7/17/2017 11:01 AM
70	Staying one step ahead. Provide answers before they ask.	7/17/2017 10:57 AM
71	Start by asking buyers what's important to them & what their expectations are of agent.	7/17/2017 10:57 AM
72	Constant communication and updates without the clients needing to ask. A thorough explanation of the process that makes sense, so they feel safe and involved throughout the process. Honesty and transparency, doing what is right for the client, and counseling them to that.	7/17/2017 10:54 AM
73	being available 24/7	7/17/2017 10:44 AM
74	Listen to their concerns and get them answers, but be honest with those answers.	7/17/2017 10:44 AM
75	Giving my Buyers time and attention to assist them in making the right decision for them.	7/17/2017 10:43 AM
76	Assist in preparation and planning the move.	7/17/2017 10:43 AM
77	Provide wow experience	7/17/2017 10:42 AM
78	Being always available can be tricky but being available when they need/want you is very important. Employing some level of ALL of the above mentioned skills.	7/17/2017 10:37 AM
79	It's not availability, it's knowledge and professionalism. (If they call on your time off, text back that you'll get to them tmo). There's a reason why realtors are looked upon as highly as used car salesmen. Most people get into the business because it's easy to, even though it's not an easy business.	7/17/2017 10:35 AM
80	be knowledgeable, honest	7/17/2017 10:32 AM

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81	By understanding the market and providing superior service with communication and always putting their needs first.	7/17/2017 10:29 AM
82	Attend training specific to becoming a better and more efficient buyer's agent.	7/17/2017 10:28 AM
83	I have a "36 points of service" that I complete in a transaction to ensure quality.	7/17/2017 10:12 AM
84	Introduce them to the community.	7/17/2017 10:05 AM
85	Call them on the phone and ask is there anything I can do for you that I haven't been doing?	7/17/2017 9:59 AM
86	Availability, attentiveness, honesty	7/17/2017 9:52 AM
87	Manage expectations. Constant contact	7/17/2017 9:51 AM
88	If you care enough, you will deliver enough. Each client is different, I always assist them that I can best support them. Listen, understand & support.	7/17/2017 9:42 AM
89	As the buyer's agent it's your job to represent the buyer in all aspects of the transaction.	7/17/2017 9:42 AM
90	Provide the knowledge necessary for them to feel in charge of the process.	7/17/2017 9:29 AM
91	Knowing what it is their clients need. Reading and understanding the property their clients wish to see. Reading disclosures provided on the listing.	7/17/2017 9:19 AM
92	Provide a level of service they would want and expect from a professional agent.	7/17/2017 9:10 AM
93	Very good qualification	7/17/2017 9:01 AM
94	We do so every day. It goes with the territory.	7/17/2017 8:53 AM
95	Lots of patience and work!	7/17/2017 8:41 AM
96	Be there for all clients needs	7/17/2017 8:36 AM
97	Do everything above in question 4 (without giving advise on finances which isn't their area of speciality), be transparent, be communicative.	7/17/2017 8:30 AM
98	Support them on details that listing agents do not want to deal with, e.g., disabled access to buildings.	7/17/2017 8:24 AM
99	Preview homes to confirm it meets the customer's desires.	7/17/2017 8:18 AM
100	Suggest properties that the buyer might be overlooking	7/17/2017 7:57 AM
101	Always be available.	7/17/2017 7:49 AM
102	Assess the buyer's needs up front and really go the extra mile to qualify the buyer and cut out unnecessary property viewing by understanding what the Buyer is realistically looking for.	7/17/2017 7:34 AM
103	Making the process easier and more pleasant for the buyer. Taking the guess work out of finding the right home.	7/17/2017 7:33 AM
104	Review step by step process with new buyers at start of working with them, negotiate and advocate for buyer, recommended trustworthy contractors during and after buying, listen to what they want most	7/17/2017 7:29 AM
105	Keep them abreast of current market conditions, Listen, Be in contact,	7/17/2017 7:13 AM
106	Provide knowledge about areas, services and schools.	7/17/2017 7:00 AM
107	Keep buyers informed of new listings, ask the right questions regarding buyers' requirements so nobody's time is wasted by showing properties that don't meet buyers criteria.	7/17/2017 6:55 AM
108	By mastering their negotiation skills and superior market knowledge.	7/17/2017 6:55 AM
109	By being an excellent listener!	7/17/2017 6:49 AM
110	Being available and guiding them thru every step. Buying a home is a big deal and an important decision to take, the agent needs to have patient and understand clients needs.	7/17/2017 6:38 AM
111	Vague question	7/17/2017 6:28 AM
112	learn they areas that they serve	7/17/2017 6:22 AM
113	Follow up. Help the buyers settle in and establish a network of vendors to service their home. Put together a plan to Make sure the home inspection items are knocked out.	7/17/2017 6:18 AM

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114	Be more knowledgeable	7/17/2017 3:27 AM
115	I like to think of being a buyer's agent much like the spokes on a wheel. You have to do some of everything in order to give the client the best experience. So, show them the houses they want to see but also show them a few they may have overlooked. Give them names of people in your trusted group of advisors who will work alongside of you to advocate for them during the process of home inspections, attorney reviews, making repairs and getting quotes. Help them create the vision for what they can do and follow up on their financing as they may not realize how important getting that clear to close on time can really be to keep the deal together, even later on in the game. You need to be the eyes and ears for them ... their excitement may not always allow them to think or see as clearly as you do. It is a lot like being a mother (which I am) and therefore you need to keep constant watch over them throughout the entire transaction!	7/17/2017 2:27 AM
116	Being very sensitive to my buyers needs and wants and, watch their reactions to homes so I can better meet their needs. Also to be patient with their children.	7/17/2017 1:48 AM
117	Communication is key and keeping them in the loop with the procees from the search to the closing and beyond.	7/17/2017 12:37 AM
118	get back to customers immediately, go above and beyond with information they don't realize they need	7/17/2017 12:32 AM
119	Becoming better at educating clients and encouraging the avoidance of pitfalls. If clients won't listen and heed advice, figure out a way to protect the rest of us!	7/17/2017 12:11 AM
120	Treat buyer as if I was purchasing the home for myself	7/17/2017 12:11 AM
121	Be there for them to help them make the best decisions	7/17/2017 12:07 AM
122	adff	7/17/2017 12:07 AM
123	Submitting offers, multiple times to win in what are almost always sure to be competitive situations.	7/17/2017 12:02 AM
124	By carefully becoming an indispensable part of their personal lives.	7/16/2017 11:48 PM
125	By being an available resource for your client after the transaction is completed.	7/16/2017 11:39 PM
126	Being available at the last minute since inventory is low right now. Also, sometimes we have to give a little in order to get something.	7/16/2017 11:34 PM
127	By actually trying hard to get their client a fair price for a home, and not worrying about what the commission looks like. And to truly protect the buyer at all times, even if it means the deal might fall through.	7/16/2017 11:29 PM
128	By insisting on a face to face initial buyer's consultation to set expectations and cultivate the relationship	7/16/2017 10:59 PM
129	Be there every step of the way. Answer all calls, texts and emails in a timely manner. Be on top of the market. Communicate effectively and efficiently. Know your neighborhoods. Be connected.	7/16/2017 10:48 PM
130	Recognizing our responsibilities as a fiduciary; deploying technology; challenging clients' misunderstandings and using expertise and data to lead with evidence, not emotion	7/16/2017 10:44 PM
131	Treating them as people, not a commission check. Listening to them - their needs and concerns. Being present AFTER the closing, as a friend and as a source of information.	7/16/2017 10:33 PM
132	listen and educate	7/16/2017 10:29 PM
133	Mandatory buyer representation agreements stipulating requirement and an exit clause if agent failed on important requirements	7/16/2017 10:23 PM
134	Door knocking to find properties in hot markets.	7/16/2017 10:17 PM
135	Don't be the 21 out of 22 that don't answer their phones.	7/16/2017 10:12 PM
136	Put buyer's best of interest over the agent's.	7/16/2017 10:07 PM
137	Be interested in every aspect of the deal	7/16/2017 10:06 PM
138	Always answering their phone and questions.	7/16/2017 10:06 PM
139	Communicate better and explain the process, be present at signing, be patient and don't rush them into a bad home choice	7/16/2017 9:55 PM

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140	Do what they say they are going to do. Be proactive in their communication.	7/16/2017 9:55 PM
141	Assist client in extra/additional moving processes	7/16/2017 9:51 PM
142	.	7/16/2017 9:50 PM
143	being available individually - and not as a team approach	7/16/2017 9:48 PM
144	Preview homes if necessary.	7/16/2017 9:45 PM
145	Be more patient	7/16/2017 9:43 PM
146	Follow up	7/16/2017 9:40 PM
147	Willing to do whatever they can for the sale to happen	7/16/2017 9:30 PM
148	by really listening to what that particular client needs to have a successful transaction	7/16/2017 9:22 PM
149	Treat every client as if they were your Mom or Dad.	7/16/2017 9:19 PM
150	Telling them the truth about their investments. Getting all the right infirmation before trying to negotiate. Always do everything that benefits your clients.	7/16/2017 9:05 PM
151	Always be available. Get educated on the contract and writing amendments and stipulations. Be there during inspection.	7/16/2017 9:04 PM
152	Be knowledgeable and attentive	7/16/2017 9:01 PM
153	They are available to assist clients.	7/16/2017 9:00 PM
154	X	7/16/2017 8:57 PM
155	By anticipating ahead for potential issues and ways to deal with them. Be there for every action in the purchase process and handle details that the buyer can't do. Follow up after the settlement to insure that the buyer's move in was what they expected.	7/16/2017 8:56 PM
156	Work through the challenges and overcome them with solutions!	7/16/2017 8:49 PM
157	better advocacy	7/16/2017 8:49 PM
158	Being ultra prepared for showings. Illustrating clear bulldog determination and fiduciary protection of the client's interests.	7/16/2017 8:40 PM
159	Pay attention to verbal and non-verbal cues. Truly understand the personalities you are dealing with.	7/16/2017 8:36 PM
160	Not sure	7/16/2017 8:36 PM
161	Explaining the home buying process in more detail prior to clients submitting an offer. I see a lot of Buyers/Sellers mis-informed or not having enough knowledge on what goes on behind the scenes.	7/16/2017 8:34 PM
162	By creating an after the sale relationship and maintaining it.	7/16/2017 8:31 PM
163	by learning their market, becoming an expert in all things so they can qualify the right properties to the clients wants, needs and budget	7/16/2017 8:30 PM
164	Build strong relationship and keep in touch with client after the sale.	7/16/2017 8:22 PM
165	Preplan for the little things - specialist inspectors for things like pools, a gift basket of "basics" for moving day etc.	7/16/2017 8:21 PM
166	N/A	7/16/2017 8:21 PM
167	Negotiate more, explain more, help buyers be imaginative when seeing homes, etc	7/16/2017 8:10 PM
168	Buy property under asking price	7/16/2017 8:06 PM
169	Listening. Help determine which property may suit them. Negotiating which is more than price. Help them understand if they are buying a pre owned home that its not sellers responsibility to make it new or improve the property with updates.	7/16/2017 8:03 PM
170	Talk to your buyers, educate them, and then LISTEN to them... their questions, concerns and needs. Be available, be knowledgeable, and most of all BE THERE for your buyers.	7/16/2017 8:02 PM
171	Stay involved with constant communication	7/16/2017 8:01 PM

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172	Patience with their frustrations with the buying process.	7/16/2017 8:01 PM
173	By respecting client's need, and budget. Looking every where to find the house.Private sales,free.com .do the impossible.	7/16/2017 8:00 PM
174	Less than 10%	7/16/2017 7:59 PM
175	Make sure everyone involved is updated and communicated with and that time lines are met and contract dates adhered to.	7/16/2017 7:58 PM
176	Be honest, a great listener, guide them if they do not know the process, let them know not to be shy and ask away so I would know what they really want and/or need, communicate openly, be friendly and make them feel they're important even if they're only purchasing a cheap condo/house, refer them to a loan officer that would also be cordial, friendly, and patient, and lastly keep in touch after the transaction.	7/16/2017 7:54 PM
177	By finding the property they seek!	7/16/2017 7:43 PM
178	By being the best in their field, by fully understanding the contracts and addendums	7/16/2017 7:26 PM
179	Follow-up after each showing	7/16/2017 7:25 PM
180	Communication, informing the client and provide accurate information	7/16/2017 7:24 PM
181	By always listening, being attentive to the buyers' needs and educating the buyer on current market conditions.	7/16/2017 7:23 PM
182	Just be a knowledgeable source.	7/16/2017 7:18 PM
183	They already do. Buyers Agents are expending a tremendous amount of time on Buyers for free, with no insurance whatsoever of getting paid for it. We all pay the Plumber, Electrician, A/C guy, etc a Fee for just getting in the car and coming to the house whether they fix anything or not. We all pay the Lawyer, CPA, Psychologist, etc for their time the minute they pick up the phone. Your Dentist will send you a bill if you are a no show for your appointment. The Real Estate Agent business compensation model is seriously messed up.	7/16/2017 7:16 PM
184	Always putting our clients interest ahead of ours, we're not partial to any listing.	7/16/2017 7:15 PM
185	Education	7/16/2017 7:13 PM
186	.	7/16/2017 7:10 PM
187	By being available, present and engaged but also managing their expectations and being accountable.	7/16/2017 7:09 PM
188	COMMUNICATE!	7/16/2017 7:06 PM
189	Extra research. Look for sellers by Door knocking and letters to residents in areas where your clients want to live.	7/16/2017 6:58 PM
190	Communicate through whole process, follow up after buyer moves in to ensure satisfaction, give housewarming gift, follow up with quarterly maintenance tips.	7/16/2017 6:54 PM
191	You need to tailor your service to each client's needs. You make sure you are actively participating from beginning through the transaction and beyond.	7/16/2017 6:52 PM
192	Be available to answer questions	7/16/2017 6:52 PM
193	ALWAYS KEEP THE BUYER INFORMED	7/16/2017 6:51 PM
194	I think they do already.o	7/16/2017 6:50 PM
195	Be available 24/7. And wait for the perfect home, don't push a buyer to settle on something that's not exactly 1000% the right home.	7/16/2017 6:43 PM
196	Follow up regularly	7/16/2017 6:40 PM
197	Offer excellent service and support before and after closing. Be present during every stage of the home buying process.	7/16/2017 6:36 PM
198	Be determined	7/16/2017 6:34 PM
199	Attention to detail. Patience. Sometimes tough love!	7/16/2017 6:29 PM
200	Research on a particular property and knowing their area up and down! Not just show and write a contract! Client service beyond the normal.	7/16/2017 6:29 PM

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201	Availabilty	7/16/2017 6:28 PM
202	Walk through each step of process	7/16/2017 6:25 PM
203	Always being available.	7/16/2017 6:25 PM
204	Be there for them to answer any questions	7/16/2017 6:21 PM
205	Listen to what your clients wants and what their pockets can afford.	7/16/2017 6:19 PM
206	Service	7/16/2017 6:16 PM
207	Be available	7/16/2017 6:15 PM
208	Keep yourself educated in the critical areas of buyers agent (negoatiation, legal -contracts) and keep reminding yourself "clients over commission"	7/16/2017 6:14 PM
209	By putting their interests above agent's own, utilizing the tools available to them, putting themselves in buyer's shoes and work to anticipate issues, stay on top of timelines and educate the buyer and their lender of the importance of meeting timelines. Knowing how to prepare the contract and to know which of disclosures and other related docs apply to the transaction. There is more.	7/16/2017 6:12 PM
210	help them integrate into the community	7/16/2017 6:11 PM
211	By marketing their buyers just like listing agents market their listings (see buyerneeds.com)	7/16/2017 6:08 PM
212	Educate buyers that a home inspection is not a license to steal	7/16/2017 6:04 PM
213	Locate "coming soon" homes not yet on market OR be first folks to view newly-listed home and have paperwork 99% ready to submit	7/16/2017 6:04 PM
214	Be a 1 on 1 representative focused on the buyer needs.	7/16/2017 6:03 PM
215	have high integrity, understand what due diligence really means and respect buyers.	7/16/2017 5:59 PM
216	pre-screen homes, show only homes based on buyer criteria.	7/16/2017 5:59 PM
217	na	7/16/2017 5:54 PM
218	We need to keep training and educating ourselves.	7/16/2017 5:53 PM
219	Keeping in contact and informed	7/16/2017 5:49 PM
220	Hah! Like I m going to share! Call me if you really want to know and depending on market you are in, i may dish!	7/16/2017 5:46 PM
221	Set the correct expectations up front and then exceed them every step of the way.	7/16/2017 5:45 PM
222	Tenacity. Most agents/people want a quick resolution. Finding a home can be time consuming. You need to stick with it.	7/16/2017 5:41 PM
223	Listen, listen, listen	7/16/2017 5:40 PM
224	Network with other agents	7/16/2017 5:40 PM
225	Learn to have empathy for the buyers many times they need to be educated on the process. Many times they are u sure or frighten. Can they afford the home so working with greAt loan agents is so helpful	7/16/2017 5:37 PM
226	Always being there.....	7/16/2017 5:37 PM
227	Market knowledge & Investing best options	7/16/2017 5:36 PM
228	building relationships with listing agents to get their buyers' offers an edge	7/16/2017 5:34 PM
229	Be present and available. Set boundaries at the beginning. COMMUNICATE and EDUCATE!	7/16/2017 5:34 PM
230	Making it an "escapist" experience to get a taste of the lifestyle that home will bring	7/16/2017 5:32 PM
231	Provide a timeline once a contract is signed.	7/16/2017 5:29 PM
232	Create relationships with clients	7/16/2017 5:28 PM
233	Be there for them through thick and thin regardless of how picky they are.	7/16/2017 5:27 PM
234	Provide them with as much documentation on the property as possible, listen to there needs, do whatever it takes to get them the property they want.	7/16/2017 5:23 PM

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235	Know your market, and stay within your area of expertise.....attend classes constantly to stay abreast of the industry.	7/16/2017 5:22 PM
236	Always be watching out for their best interests above your own. This is especially true for first time buyers. They look to their agent as the source for knowledge and especially wisdom. They deserve to get it.	7/16/2017 5:21 PM
237	Walk them through the process step by step, explaining what's happening along the way.	7/16/2017 5:21 PM
238	m	7/16/2017 5:21 PM
239	They could be more attentive to the buyers fear points and assist them in overcoming those fears.	7/16/2017 5:21 PM
240	Constant communication	7/16/2017 5:20 PM
241	Educate buyers	7/16/2017 5:17 PM
242	Treat them as they would want to be treated and realize that terms and things we do every day are scary and confusing to buyers..even if they have bought before.	7/16/2017 5:14 PM
243	availability	7/16/2017 5:14 PM
244	Do the additional research that their clients might need on a property	7/16/2017 5:13 PM
245	Providing more than they expect. Being prompt and following up with what they say they will do or provide for clients.	7/16/2017 5:09 PM
246	Know your client listen	7/16/2017 5:08 PM
247	Knowledge and experience!	7/16/2017 5:05 PM
248	Demonstrate market knowledge and patience.	7/16/2017 5:05 PM
249	answering all calls and texts and communication throughout the process	7/16/2017 5:04 PM
250	Every situation is different. Mostly being available to answer buyer's questions and offer counsel.	7/16/2017 5:04 PM
251	Their expertise and professional advice	7/16/2017 5:02 PM
252	Listening, staying in communication with the client, having a great team of professionals needed throughout the purchase process in place, maintaining good relationships with other Realtors, are just a few of the things that I believe are important.	7/16/2017 5:01 PM
253	By listening carefully to every comment action and reaction.	7/16/2017 4:58 PM
254	Provide more knowledge and value to the client's needs.	7/16/2017 4:58 PM
255	Always put the clients first. It's not about the money, it's about the relationship you take away from all this ...	7/16/2017 4:57 PM
256	From the beginning, be proactive with sharing potential listings that match their criteria, versus leaving up to the client to provide the listings of interest. Really listen to and learn from your clients as you begin showing them properties so you can become in tune to what is really important to them. Offer your honest input when you feel there is a point that should be made about a particular property, but without trying to make a decision FOR them. As the agent, you have more experience in the field than almost any client, so use that experience to guide and advise them. Remind them that the only wrong question is the one they don't ask, because perhaps they don't want to come across as too needy or uninformed. If you tell them you will do something, do it ... on time and as promised. Be their liaison for all other parties involved in the process, and help them see they can depend on your help through each step of the process. Also, it is a good idea to explain early on that the buying process will likely be an emotional rollercoaster, and that they can expect to feel a wide spectrum of emotions, but that ultimately you will help them achieve the goal of a home/property to call their own! And after the closing, stay in touch ... is there anything they need to help them adjust to the home, neighborhood, schools, city, etc. Sometimes just a friendly voice on the end of the line is reassuring when there is so much that has changed!	7/16/2017 4:57 PM
257	Anticipating issues BEFORE they arise	7/16/2017 4:54 PM
258	Not sure	7/16/2017 4:54 PM
259	Listen, Be available, Communicate, Negotiate	7/16/2017 4:52 PM

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260	Just staying in touch and having good communication	7/16/2017 4:52 PM
261	Communication through the entire transaction.	7/16/2017 4:51 PM
262	Educate themselves	7/16/2017 4:50 PM
263	Information	7/16/2017 4:48 PM
264	By being 3 steps ahead of them in their process.	7/16/2017 4:47 PM
265	Invest in their business. Get better education, learn how to represent a buyer (and it is just not showing homes).	7/16/2017 4:45 PM
266	By making a concerted effort to imagine ourselves in our buyer's position. By acknowledging the full spectrum of emotions that our buyers feel as they work through the process of buying a home. By remembering how we felt ourselves when we bought our first, or last home. By setting expectations, and communicating clearly and consistently.	7/16/2017 4:41 PM
267	Good communication	7/16/2017 4:41 PM
268	Follow up with buyers each day.	7/16/2017 4:40 PM
269	Helping to understand the market	7/16/2017 4:39 PM
270	Be prepared not just with information on homes, but information on the community.	7/16/2017 4:38 PM
271	Better communication	7/16/2017 4:37 PM
272	Constant and quick follow up. Saying you don't know if that's the case	7/16/2017 4:35 PM
273	Know the inventory and comps.	7/16/2017 4:34 PM
274	Put them before your commissions	7/16/2017 4:34 PM
275	I provide additional services, such as helping Buyers find contractors and other service providers. I may often preview homes for out-of-area buyers using detailed photos and video. I've even gone above and beyond by allowing buyers to even stay in my house, temporarily, when needed. Many buyers, especially those new to the area, are invited to holiday gatherings. My buyers are like family!	7/16/2017 4:33 PM
276	Make transaction easy, painless and fun.	7/16/2017 4:33 PM
277	Learn to listen better and qualifying questions that help save you time from promote dreaming and not really able to buy.	7/16/2017 4:33 PM
278	Educate their clients from the get go so they can better understand and navigate the market.	7/16/2017 4:31 PM
279	Showing their market knowledge keeping them updated through thwith process helping keep the Buyer's emotions intact in a sellers market.	7/16/2017 4:30 PM
280	PREVIEWING PROPERTIES	7/16/2017 4:30 PM
281	maintaining contact after the sale.	7/16/2017 4:28 PM
282	Buyers need to treat all like \$1M clients. Have patience to answer all questions and never act too busy to manage all the steps of their search and purchase.	7/16/2017 4:27 PM
283	Make sure to point out possible problem areas with a property. Lets them know you are not just trying to make a sale but thst you really do have their best interest at heart.	7/16/2017 4:27 PM
284	I start with education. I bring my buyers in for a two-hour workshop and teach them what to expect from first look to close of escrow. After that, I become their expert, confidante and, most of the time, best friend until well after the escrow closes.	7/16/2017 4:27 PM
285	Passion and purservance	7/16/2017 4:26 PM
286	Be there after closing	7/16/2017 4:25 PM
287	Just continue to search everything on market. FSBO's as well as active listings. Be available when homes come onto the market.	7/16/2017 4:25 PM
288	I believe most buyers need to be handled patiently. They need a lot of process education and help in getting through the process.	7/16/2017 4:23 PM
289	FULL SERVICE without regard to commission	7/16/2017 4:22 PM

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290	Give them a list of what to expect with the process of purchasing their home and a list of how you will accomplish it and stick to it	7/16/2017 4:22 PM
291	Do all elements of #6	7/16/2017 4:20 PM
292	Always BE there to listen. Always BE in touch. Always call them right back. Always educate and never assume they already know something. Have a sense of humor and tell them house buying is FUN. If it's not, stop looking! It's supposed to be an exciting time.	7/16/2017 4:19 PM
293	Meet with building inspectors to get insights into that latest developments, speak with police - get updates on crime developments in person, make appointments for parents to get to know the schools, provide them with a lunch certificate at a restaurant in an area they identified as one they really like and focusing buying in. Listen to their needs, network with other agents, start putting together a neighborhood "coupon" book once they have made an offer on a house, pay for a "painter for a day", etc.	7/16/2017 4:19 PM
294	Don't stop working with your clients after you negotiate the home. Also, explain what is happening and the process.	7/16/2017 4:16 PM
295	BA should manage the entire process and ALL aspects of the transaction. Needs analysis, financing, inspections, and settlement.	7/16/2017 4:15 PM
296	Stay in frequent contact	7/16/2017 4:15 PM
297	Keeping self interest behind client needs and benefits	7/16/2017 4:14 PM
298	Listen to them. Know what they are looking for and find that! Not what is just available.	7/16/2017 4:07 PM
299	Care	7/16/2017 4:06 PM
300	I am always there for them 24/7 and always answer my phone when they call. I cannot get other agents to even return phone calls much less even answer their phone.	7/16/2017 4:05 PM
301	Really listening and being attentive to their needs.	7/16/2017 4:01 PM
302	Being attentive and to respond quickly!	7/16/2017 4:01 PM
303	Education -be the best and study the market and hot sheets multiple times a day	7/16/2017 4:01 PM
304	No what they are going.	7/16/2017 4:00 PM
305	Explain market conditions and strategy for get homes at Initial consultation. Finding out the buyers why. Very important.	7/16/2017 4:00 PM
306	Being there for your client thru out the entire process and following up to answer their questions...	7/16/2017 4:00 PM
307	Better/more intentional communication	7/16/2017 3:59 PM
308	Explain the entire buyer process upfront, get a buyers agency, and introduce clients to the entire team and let them know they are not in the process alone.	7/16/2017 3:58 PM
309	Do a consultation to get to know their time frame and set expectations about the process?x	7/16/2017 3:56 PM
310	Things outside the scope of specifically real estate. Water the plants, walk the dog, clean, pack, paint, etc. Trade (services) contacts/referrals are not above and beyond.	7/16/2017 3:54 PM
311	Always work in their best interest and provide support from start to finish	7/16/2017 3:53 PM
312	Educate them on the market, continue to let them know next steps.	7/16/2017 3:53 PM
313	Sign the emotional contract with them. No one does this, only Zold Realty Group uses this secret component that guarantees buyer loyalty.	7/16/2017 3:51 PM
314	Listen, listen, listen... I LOVE to talk, however it is extremely important to listen to what is going on with the buyer. They give you insights to what they are really looking for and what is the best fit for them if you listen.	7/16/2017 3:50 PM
315	every buyer should feel like they are the only one that matters.	7/16/2017 3:47 PM
316	communicate effectively/ always keep asking if their parameters have change, whether that is price change or location they desire has changed.	7/16/2017 3:43 PM
317	Pay attention to the client, listen to what they say, ask questions. Make sure you are on the same page. Form a bond so they feel secure in your loyalty to them.	7/16/2017 3:42 PM

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318	Constant communication	7/16/2017 3:41 PM
319	You have to provide a total turnkey service package. Start to finish to drive the process. It's important to keep all parties calm.	7/16/2017 3:41 PM
320	Get them to the closing table.	7/16/2017 3:41 PM
321	Being up to date on the latest strategies that seller agents are using to generate the best and highest offers for their clients. Such as the strategy of pricing lower, to generate many bids that escalate into much higher sale prices. If buyers are not coached with strategic skill and insider knowledge, they can easily have vastly different results.	7/16/2017 3:40 PM
322	In my market, getting a signed buyer's representative agreement and then following through once a contract has been signed. Too many a time, everything stops once a contract to purchase has been signed to include inspections and financing.	7/16/2017 3:39 PM
323	Don't let the buyers have unanswered questions.	7/16/2017 3:39 PM
324	Buyers agents can farm off market inventory on behalf of buyer in regions with low inventory. Also, buyers agents can preview properties while they are working their 9-5, especially a hot new listing so they can show with confidence and be the "first to strike" which if it is a strong offer can usually gain the loyalty of the listing agent avoiding multiple offers.	7/16/2017 3:39 PM
325	Really listening	7/16/2017 3:37 PM
326	Already do	7/16/2017 3:37 PM
327	Help them understand how to craft the strongest offer for multiple offer situations, and present this offer IN PERSON (if possible) to the listing agent.	7/16/2017 3:36 PM
328	Understand buyer's requirements, readiness and ability to buy before referring and showing properties. Follow up with statuses between contract and closing, negotiate in the buyer' best interest and be available for discussion throughout the process.	7/16/2017 3:35 PM
329	Exceed expectations which should be set at beginning. Providing resources, solutions to personal and transaction issues.	7/16/2017 3:35 PM
330	Providing all of the above--knowledge, patience, communication, presence	7/16/2017 3:35 PM
331	Pay for minor repairs that might break your deal	7/16/2017 3:34 PM
332	Taking the time to learn their needs and to educate them on the market and what is best for them.	7/16/2017 3:30 PM
333	Introducing them to a new community, schools, recommending services and business, explaining their home warranty, etc	7/16/2017 3:30 PM
334	Do the jobs they profess to do. Keep their word. Seems to be a problem these days.	7/16/2017 3:29 PM
335	By working for a brokerage that doesn't cater to Dual Agency.	7/16/2017 3:28 PM
336	Actively look for homes (as opposed to setting up a MLS search), connect buyers with lenders and other service providers (contractors if the buyer wants to make renovations), research data to position best negotiating strategy.	7/16/2017 3:28 PM
337	I think they already do	7/16/2017 3:27 PM
338	Be the first to know about new listings.	7/16/2017 3:26 PM
339	By being well educated in the market the customer is interested in, and looking out for their best interest.	7/16/2017 3:25 PM
340	It depends on the situation and the contract	7/16/2017 3:25 PM
341	Give them a timeline to be able to track progress of process.	7/16/2017 3:25 PM
342	I already do go above and beyond	7/16/2017 3:23 PM
343	Help getting deal (writing letters, proper offers, different approaches and strategies), help moving in, clean up of property, checking in after the sale. Stay in touch after sale.	7/16/2017 3:23 PM
344	Be there every step of the process - before, during and after	7/16/2017 3:23 PM
345	All of the items outlined in question #4.	7/16/2017 3:23 PM

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346	Study and understand the market . Do not work out side markets if you cannot do a CMA in the market you'd are selling you should not rep a buyer or sellet	7/16/2017 3:22 PM
347	follow up and follow thru. Buyers consultations	7/16/2017 3:21 PM
348	Do whatever it takes to make your clients happy. Legally of course.	7/16/2017 3:21 PM
349	Be avialable for immediate showings day after day. Giving a thorough analysis of every market area they look at. Pointing out problems they may encounter when they go to sell.	7/16/2017 3:20 PM
350	They need to guide the client through the process, from locating the property to the close of escrow. Real Estate transactions are complicated & agents need to make sure their client understands the process completely.	7/16/2017 3:19 PM
351	Unless the buyer's agent is truly acting as a fiduciary agent they aren't working with a client but rather a customer and not as a real agent but rather as a salesperson. Providing true fiduciary duties including true undivided loyalty without regard to what home a buyer wants to buy is the best way to go above and beyond for a true client.	7/16/2017 3:19 PM
352	Omnipresent	7/16/2017 3:18 PM
353	Educating them and making yourself available	7/16/2017 3:18 PM
354	answer the phone day and night	7/16/2017 3:16 PM
355	Follow up with clients post-closing	7/16/2017 3:15 PM
356	Answer your phone when they call.	7/16/2017 3:14 PM
357	To be sure to work for the buyers but also try to make the sale happe	7/16/2017 3:13 PM
358	being available to speak to them any time and being honest...don't sugar coat it wasting everyones time and money...	7/16/2017 3:10 PM
359	No response	7/16/2017 3:10 PM
360	Systems,tools and communication at all times	7/16/2017 3:10 PM
361	Follow up with buyers post close to see how things are going in the buyers new home.	7/16/2017 3:09 PM
362	Have more knowledge and better education for the buyer.	7/16/2017 3:09 PM
363	By doing things like discussing exit strategies with buyers for when they move up or move out. I work with military and government and corporate people who are only here temporarily. We want to ensure they can afford to keep the home if they leave in case the market is not right for selling at that time.	7/16/2017 3:09 PM
364	Read over the documents. Anticipate problems. Help overcome problems.	7/16/2017 3:08 PM
365	By making sure they are there for them during every step of the process.	7/16/2017 3:07 PM
366	By educating them at least a few steps ahead in the home buying process.	7/16/2017 3:07 PM
367	Preview properties and take additional photos.	7/16/2017 3:07 PM
368	Communication is key. If you don't know - find out who does.	7/16/2017 3:07 PM
369	x	7/16/2017 3:07 PM
370	Get them correct information	7/16/2017 3:07 PM
371	Be attentive to their needs and wants	7/16/2017 3:06 PM
372	Just being there for them no matter day of the week or time of the day it is!	7/16/2017 3:06 PM
373	By always telling them the truth in this market they have to know the truth or they will not win the home	7/16/2017 3:05 PM
374	honesty	7/16/2017 3:05 PM
375	Schedule Initial Buyer Counseling Meetings to fully assess the buyer needs in lieu of running out and showing strangers homes.	7/16/2017 3:04 PM
376	Information on options e.g. Programs to rent (HPA), 203K	7/16/2017 3:04 PM
377	I believe that competence is paramount, but patience would be a strong second for all buyer's agents.	7/16/2017 3:03 PM

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378	I think the key is being available to both their clients but also to the listing agents. Communicating is very important.	7/16/2017 3:02 PM
379	Be there before, during and after the sale.	7/16/2017 3:02 PM
380	Do Buyer CMA's	7/16/2017 3:01 PM
381	Just keeping them informed. Being one step ahead on the process	7/16/2017 3:01 PM
382	Plan and prepare in every way possible	7/16/2017 3:01 PM
383	Educating buyers on current conditions, trends, and building expectations is very important for a smooth transaction.	7/16/2017 3:00 PM
384	Knowing everything about a home/builder to ensure they are making the best choice for them	7/16/2017 3:00 PM
385	Be ready to hop in a demanding market.	7/16/2017 3:00 PM
386	Negotiating on their behalf. Listening to their needs and wants.	7/16/2017 2:59 PM
387	First listen to their needs and wants and help them sort out what they really need.	7/16/2017 2:59 PM
388	Understanding the buyer's need thoroughly, providing upmost assistance and keeping buyers apprised to potential market changes that can potentially affext their buying process	7/16/2017 2:59 PM
389	Learn more about your local contracts and what they actually mean	7/16/2017 2:57 PM
390	Regular communication using both interpersonal skills and systems so the Buyer's know they aren't just a "transaction" to the agent.	7/16/2017 2:57 PM
391	Always being available for any questions or any advice and willing to do anything to get the job done. Help wherever and whenever needed.	7/16/2017 2:57 PM
392	Printouts of properties as we tour, staying in frequent contact	7/16/2017 2:56 PM
393	Vigorously represent them in every way.	7/16/2017 2:56 PM
394	Try to get the best deal For their clients	7/16/2017 2:55 PM
395	Listen to clients needs . Stop talking	7/16/2017 2:54 PM
396	Just knowing the area, maybe being involved in the community...we do not use sell a home we sell a community. Being there and educating first time homebuyers who know very little	7/16/2017 2:54 PM
397	Be available whenever	7/16/2017 2:54 PM
398	Determination to get mission accomplished and looking for outside-the-box solutions.	7/16/2017 2:53 PM
399	Being available. Unfortunately, that is not always possible.	7/16/2017 2:53 PM
400	Being proactive and acting one step ahead of the client to eliminate stress	7/16/2017 2:52 PM
401	Availability, proactive representation, and not appearing as if the transaction is a life or death scenario. The client needs should come above everything, and treating all parties in the transaction with respect, despite obstacles or personalities.	7/16/2017 2:52 PM
402	I do whatever is necessary (within legal and ethical limits) for the buyer to make the right choice.	7/16/2017 2:52 PM
403	Actually doing all of the steps above.	7/16/2017 2:51 PM
404	Being honest with the buyer regardless of if gets you the highest commission, treating buyers the way you yourself would like to be treated	7/16/2017 2:51 PM
405	Connect with potential sellers before they enter the market	7/16/2017 2:49 PM
406	I am always availabe for my clients. Always. I respond quickly to their or the listing agent's requests/texts/calls/emails.	7/16/2017 2:49 PM
407	Ensuring they get them through places asap, advising them on market conditions IE you must see this new listing NOW or it will likely be gone.	7/16/2017 2:49 PM
408	Let the lien know what they need to know and educate them about the process.	7/16/2017 2:47 PM
409	By trying to be one step ahead of the process to anticipate possible issues and planning accordingly. Have checks and balances in place to put your clients interests first.	7/16/2017 2:47 PM

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410	Prospect in neighborhoods your buyers want to live in.	7/16/2017 2:46 PM
411	Communicate daily. Have a transaction coordinator to keep the transaction flowing without bumps. Experience and education.	7/16/2017 2:46 PM
412	Be prepared	7/16/2017 2:44 PM
413	Numerous ways, particularly for first time home buyers. They do t know what they don't know so don't even know the questions to ask. Buyer's agent. Refs to be their advocate. Y understanding what is driving their move in the first place. Ask lots of questions so you are able to assist them in making the right choice for their life circumstance at that point in time.	7/16/2017 2:43 PM
414	Be available	7/16/2017 2:42 PM
415	Listen and respond	7/16/2017 2:42 PM
416	Listen to what Buyers are looking for and educate them on the communities and area.	7/16/2017 2:42 PM
417	Find right home for buyers	7/16/2017 2:38 PM
418	Always have contacts you can call on that will check on an issue with the house at last minute.	7/16/2017 2:36 PM
419	Make sure to protect their interest at all times	7/16/2017 2:36 PM
420	Be firm and direct with them	7/16/2017 2:35 PM
421	Finding a property before they locate it	7/16/2017 2:35 PM
422	Provide list of homes that will be toured ahead of time via email and in print day of. Also being an expert in all aspects of home knowledge - furnaces (which are best, how long do they last, how much are they to repair), brick (what is tuckpointing, why is it important, what are advantages/disadvantages of brick vs. stone), appliance knowledge, cost of upgrades to kitchen, knocking out a wall, rewiring a home for surround sound, other projects.	7/16/2017 2:33 PM
423	By actually searching homes that fit needs of client not just setting up a search and walking away and waiting	7/16/2017 2:33 PM
424	Always being available and giving buyer's the best options and advise!	7/16/2017 2:33 PM
425	By being present and being involved. Build rapport and get to know your clients so they feel like a family member not just a number.	7/16/2017 2:32 PM
426	Keep in mind that they need to always serve their clients best interests. Always act professionally and collaboratively to accomplish the end goal - the successful purchase of the desired home at market value	7/16/2017 2:31 PM
427	Make the deal happen....go the extra mile.	7/16/2017 2:30 PM
428	Working harder	7/16/2017 2:30 PM
429	I feel that providing the buyers with a list of reputable resources for repairs, maintenance, service etc. is incredibly valuable - especially for first-time buyers.	7/16/2017 2:27 PM
430	don't share my secrets	7/16/2017 2:26 PM
431	Honesty, Speed, Education, Service	7/16/2017 2:24 PM
432	work with no sleep and no days off, more of me. Build a team that is on the same page so clients feel comfortable to let another agent step in.	7/16/2017 2:22 PM
433	by hand holding (concierge) throughout the process and keeping buyers in check with reality and their expectations	7/16/2017 2:21 PM
434	We are there not only for the actual real estate transaction but in the market we are oftern times a therapist	7/16/2017 2:20 PM
435	Be more available.	7/16/2017 2:20 PM
436	By looking out for their customer's interests from meeting them and from then on.	7/16/2017 2:20 PM
437	Give neighborhood info	7/16/2017 2:20 PM
438	Too many answers and very individual	7/16/2017 2:20 PM

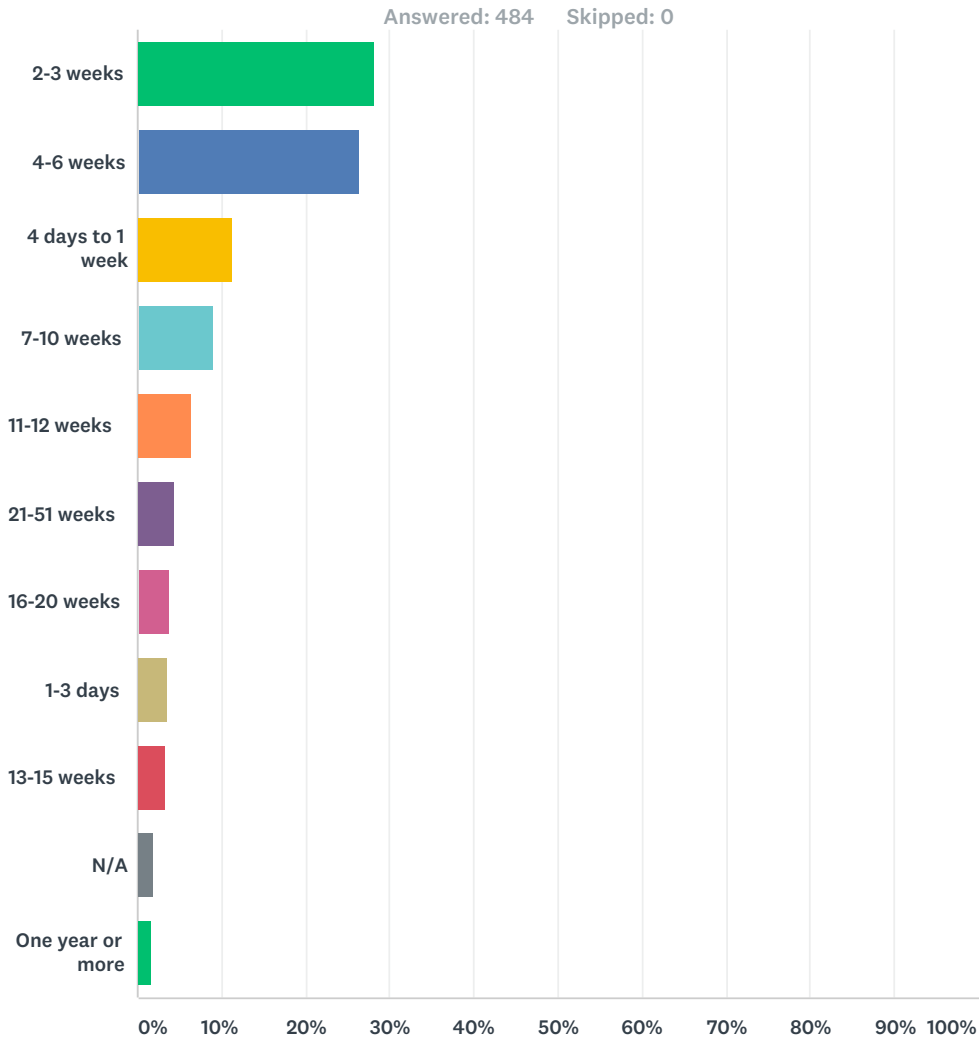
Inman Survey: How to become the go-to buyer's agent

439	Buyer's agents can improve on their honesty, in my opinion. After getting to know a buyer well enough, a buyer's agent should be able to tell a buyer why they shouldn't buy a house that they're interested in. I don't believe enough agents do this because they're so locked in to trying to get the sale.	7/16/2017 2:19 PM
440	Really LISTEN and give honest and diplomatic advice.	7/16/2017 2:19 PM
441	Educate them at the start of the relationship so there are no surprises.	7/16/2017 2:17 PM
442	Give the buyers a pleasurable experience and make it look simple	7/16/2017 2:16 PM
443	Go out of their way every minute so they can to resecure their loyalty & trust and keep them on track - it's the little things and communication is always key	7/16/2017 2:16 PM
444	Working with the listing agent to create a collaborative, rather than combative, environment.	7/16/2017 2:15 PM
445	Set up systems to help set their expectations before each next "step" of the process.	7/16/2017 2:15 PM
446	Being available for them in many ways such as educating them and providing emotional support!	7/16/2017 2:15 PM
447	Create a 5-star experience. Be a true concierge and help them navigate the buying process as well as getting situated in new home and acclimated to neighborhood.	7/16/2017 2:14 PM
448	na	7/16/2017 2:14 PM
449	Work with buyers HOW they want to work - phone calls, texts or emails	7/16/2017 2:12 PM
450	By providing the most amount of knowledge to the client, giving them an understanding of the process so they know what to expect.	7/16/2017 2:12 PM
451	Anticipate next steps; make the buyers as comfortable as possible.	7/16/2017 2:11 PM
452	I put myself in the shoes of every one of my clients. I try to anticipate their needs. Each client gets their own "customer experience" because every client is different and so are their needs and their transaction. I believe in putting systems into place, but I do not take the customization out of my customer service.	7/16/2017 2:10 PM
453	Being the source of all steps of the process	7/16/2017 2:09 PM
454	Consistency in communication. Being a part of their lives after closing - they are not just a paycheck!	7/16/2017 2:09 PM
455	Video tours - keep sending information on a particular area. Be patient.	7/16/2017 2:07 PM
456	No idea	7/16/2017 2:07 PM
457	Being there on every step of the process is my number one commitment to buyers.	7/16/2017 2:03 PM
458	Over deliver services. Keep update with courses and obtain designations.	7/16/2017 2:01 PM
459	Be well informed and walk them through the process rather than "doing deals". Even the word "deals" irks me. Makes us all sound like used car salespeople.	7/16/2017 2:00 PM
460	Just need to be attentive to their. They need to think that you are there for them and nobody else	7/16/2017 1:59 PM
461	be present. don't just send your buyers through open houses. Show up with them, tour when they tour. better yet show the house before or after the open house during a private tour	7/16/2017 1:58 PM
462	Just tell the truth. Answer their phones	7/16/2017 1:53 PM
463	Find non listed properties for buyers and have buyers consider alternatives such as new construction	7/16/2017 1:52 PM
464	Do not push buyers into bad houses	7/16/2017 1:47 PM
465	Helping them with being informed through out the process. We assume they know the process.	7/16/2017 1:45 PM
466	Take the time to get to know the client and all their needs, wants, expectations and availability. To truly make it all about the client and the clients family, as they will be a big part of the decision making process also.	7/16/2017 1:44 PM
467	Treat them the way you would want to be treated if the roles were reversed.	7/16/2017 1:39 PM
468	By having a good referral network of trusted, competent and responsive service providers.	7/16/2017 1:34 PM

Inman Survey: How to become the go-to buyer's agent

469	Focusing on the area first then the house. Helping buyers become acclimated to their new neighborhood.	7/16/2017 1:32 PM
470	get them to a good lender	7/16/2017 1:27 PM
471	Taking into consideration all points and opinions a buyer makes no matter how naive or ill informed, because for whatever reason, that topic has placed itself as an important factor to the buyer, and if it's important to buyer, its important to us to address it, correct it, and make sure the buyer understands 100% why the opinion was simply ill informed, or why other points should take priority.	7/16/2017 1:26 PM
472	Meeting professionals for various repair bids at the property under contract. Providing CMA for the home for which they want to make an offer Advice about things to consider if they ever want to resell.	7/16/2017 1:24 PM
473	By being there throughout the transaction. Buyers still need a great deal of hand holding. Being there for the buyer after the close of escrow.	7/16/2017 1:23 PM
474	Be there every step of the way down to moving in.	7/16/2017 1:22 PM
475	being available when clients need you and hiring support staff to be available when you are not.	7/16/2017 1:21 PM
476	Explain the school system and explain what areas are better than other areas. Provide introduction to any services needed by the buyers.	7/16/2017 1:20 PM
477	always keeping the client's interest as top priority	7/16/2017 1:19 PM
478	Do what it takes, to help your client... If they love the home and are paying too much, explain that is the premium to own that home, you never get hurt with buying, its in the sell and you can't be distressed to sell.	7/16/2017 1:15 PM
479	Create nice showing packets so buyers can make notes and better remember the homes	7/16/2017 1:15 PM
480	It's all about rapport...getting to the point of trust. That is where market knowledge comes to play. Without it you are dead in the water.	7/16/2017 12:56 PM
481	follow up	7/15/2017 10:25 PM
482	By empathy	7/15/2017 6:15 PM
483	Attention to details.	7/15/2017 12:25 PM
484	Being there to hold the clients hand throughout the process especially if they are a first time homebuyer	7/15/2017 12:14 PM

Q8 How long is your average homebuyer search process (the time before your buyer makes a choice on a home) as of recently?

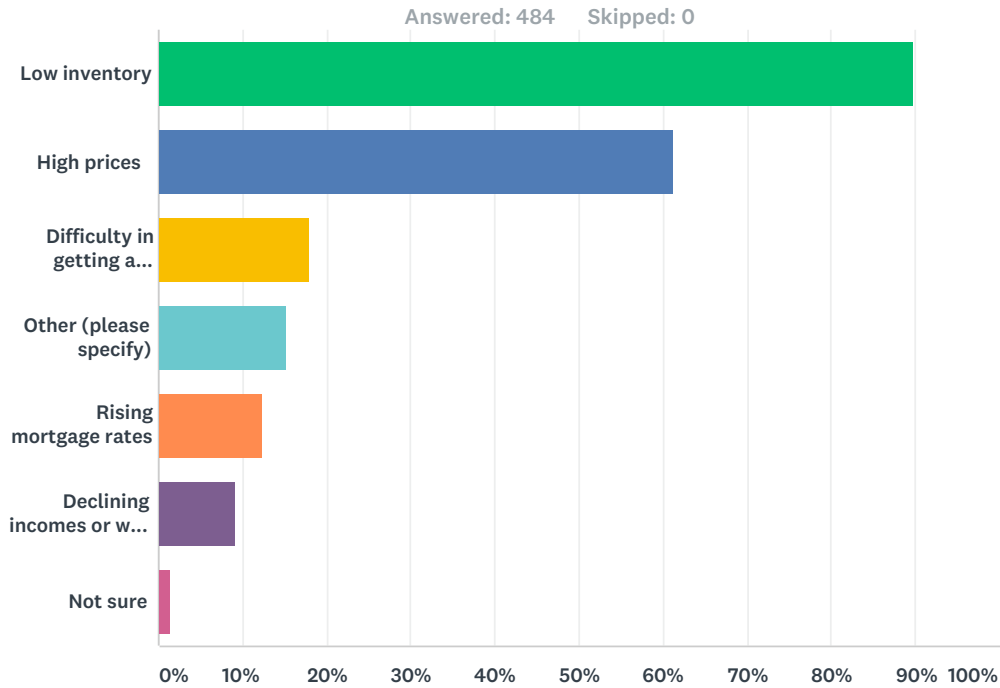


Answer Choices	Responses	Count
2-3 weeks	28.31%	137
4-6 weeks	26.45%	128
4 days to 1 week	11.36%	55
7-10 weeks	9.09%	44
11-12 weeks	6.40%	31
21-51 weeks	4.34%	21
16-20 weeks	3.72%	18
1-3 days	3.51%	17
13-15 weeks	3.31%	16
N/A	1.86%	9

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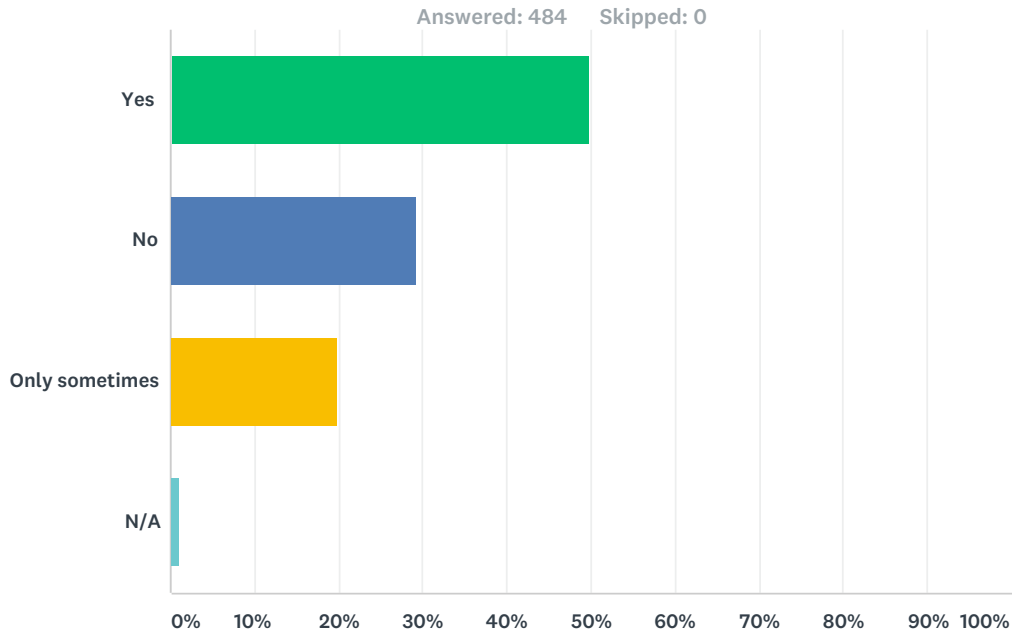
One year or more	1.65%	8
Total		484

Q9 What challenges are you seeing buyer clients face in the home search process currently? (Check all that apply).



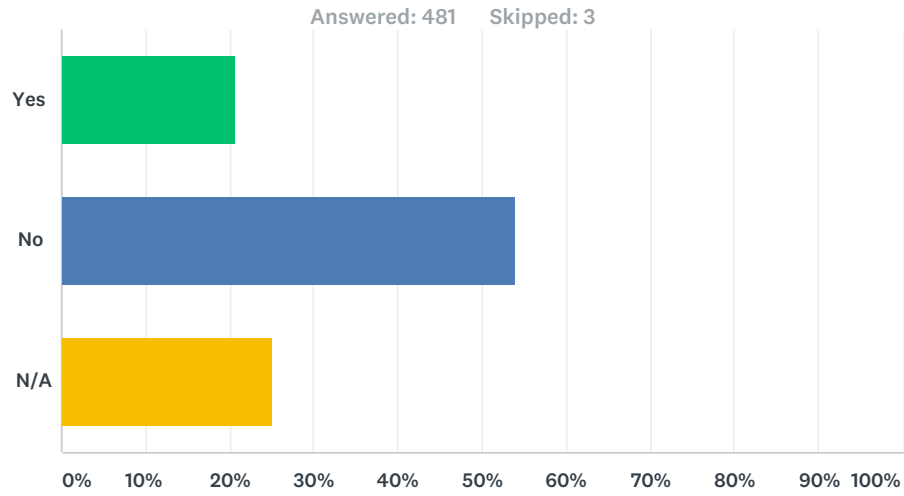
Answer Choices	Responses	Count
Low inventory	89.67%	434
High prices	61.36%	297
Difficulty in getting a mortgage	17.98%	87
Other (please specify)	15.29%	74
Rising mortgage rates	12.40%	60
Declining incomes or wage growth	9.30%	45
Not sure	1.45%	7
Total Respondents: 484		

Q10 Do you make buyers sign an exclusive buyer's agency agreement?



Answer Choices	Responses
Yes	49.79% 241
No	29.34% 142
Only sometimes	19.83% 96
N/A	1.03% 5
Total	484

Q11 Do you often face resistance in getting the buyer's agreement signed?



Answer Choices	Responses
Yes	20.79% 100
No	54.05% 260
N/A	25.16% 121
Total	481

Q12 If you do make buyers sign an agreement, what's your strategy for approaching them with the agreement?

Answered: 317 Skipped: 167

#	Responses	Date
1	I tell them that I work for them exclusively & that I represent them & not the seller. I can assist them with information that would not be available otherwise.	7/18/2017 1:55 PM
2	The Buyer's Agency agreement benefits them and me and I use a short term agreement.	7/18/2017 1:38 PM
3	We never ask a buyer to sign anything until they are ready to write an offer; when it is required in our state. We work on mutual trust & respect until then since the agreement is not terribly binding anyways.	7/18/2017 11:55 AM
4	We've started asking for a verbal commitment as an alternative	7/18/2017 11:46 AM
5	I usually say, "I am completely committed to you in that I will do all that I can to work closely with you to find you a home that meets your needs. I will actively search and share homes of that I feel may be of interest to you. I will be brutally honest with you regarding the homes we view. Given the fact that I am giving that level of commitment to you I ask in return that you commit to me.	7/18/2017 11:06 AM
6	I don't	7/18/2017 9:58 AM
7	outline information they cannot get from the seller's agent and offer what I can provide - seller pays commission	7/18/2017 6:48 AM
8	Usually I meet them at the homes and show them first what value I offer to them. Then bring them to the office to talk about what we saw that we liked.	7/18/2017 4:12 AM
9	Only as a backup to an offer presented which the listing agent requires.	7/17/2017 10:53 PM
10	Sellers have one, Buyers should too! True EBA is an extremely easy "sell" to a consumer. Most trad buyer agents cant get signed agreements.	7/17/2017 10:39 PM
11	Explain the advantages of signing	7/17/2017 10:21 PM
12	Counseling session	7/17/2017 9:27 PM
13	.	7/17/2017 8:17 PM
14	I have them sign with the offer. It's a bad strategy.	7/17/2017 8:01 PM
15	Be honest, direct & up-front about the document.	7/17/2017 7:59 PM
16	Explain agency first. Then explain the benefits of making me their buyer agent.	7/17/2017 5:49 PM
17	I am fine working without one. If someone gets to a place they don't want to work with you, the process would not work anyway.	7/17/2017 5:47 PM
18	I have to have you sign this before we have any discussions about finances.	7/17/2017 5:42 PM
19	I meet with them to see 2-3 properties, at which point I have them sign the Agency disclosure. After reviewing the properties we have seen together, I review the Buyer-Broker Exclusive employment agreement and explain that if thy feel like we are a good fit, then I will need to have them sign the employment agreement before we meet to see any additional properties. I let them know that we can cancel the contract in writing at any time if they feel I am not doing a good job. I emphasize that their time and mine is valuable, and if employed by them, they will have the benefit of my full attention, helping them get into their new home sooner.	7/17/2017 5:37 PM
20	Say that it is a company/managing broker requirement	7/17/2017 5:16 PM
21	sign when making offer	7/17/2017 5:08 PM
22	I let them know it details out what services I provide and my responsibility to them as my client. I tell them it allows me to research properties and negotiate on their behalf. I let them know it binds them to using me as their agent, but if they have an issue for use to discuss it first, but if they are unhappy I will release them from it. I also share that I have never had anyone terminate my services (which is true)	7/17/2017 4:09 PM

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23	Show them that I want to be their legal representative	7/17/2017 3:59 PM
24	I wait until they want to make an offer on a property	7/17/2017 3:54 PM
25	Committment from them.	7/17/2017 3:25 PM
26	I commit my time to finding the right home and price, I commit to protect you with contract knowledge and commit to negotiating the best terms for you and keep your best interest first, for your commitment to me.	7/17/2017 3:16 PM
27	I let them know that the agreement ensures that I can work for their best interests, and that by signing, they will be receiving my full services package.	7/17/2017 2:55 PM
28	After showings the first day, I explain the agreement and ask if they'd like to continue working exclusively with me on their behalf.	7/17/2017 2:47 PM
29	Tell them in order to make an offer, NC requires this to be signed	7/17/2017 2:25 PM
30	Advising them that in our state if I am not representing you I am representing the deal.	7/17/2017 2:24 PM
31	After 2 days out they must sign and pay for % wise for the additional work	7/17/2017 2:17 PM
32	It is my policy to only work with clients that sign an exclusive	7/17/2017 1:14 PM
33	"It is the law. Otherwise I don't rep you I rep the seller" All true	7/17/2017 12:58 PM
34	This is our team agreement.....	7/17/2017 12:40 PM
35	I require this of anyone that I work with.	7/17/2017 12:33 PM
36	I have them sign it when we write the first offer.	7/17/2017 12:30 PM
37	Legally in the absence of a buyer agency contract, we are considered seller's agents. We cannot provide advice to the buyer.	7/17/2017 12:30 PM
38	that it is highly recommended	7/17/2017 12:25 PM
39	I just ask them to sign that along with the IBS form	7/17/2017 12:22 PM
40	This form protects me and you and also makes sure I get my commission	7/17/2017 12:18 PM
41	It is required by GA RE law & my Broker	7/17/2017 12:10 PM
42	I just explain why I need it	7/17/2017 11:58 AM
43	Required by state law/regulation. Don't necessarily spring the exclusive buyer agreement until we identify property buyers want to purchase.	7/17/2017 11:52 AM
44	I typically start with a Buyer Orientation before ever going out to look at property. This way we can discuss their needs, and I can review the process with them.	7/17/2017 11:47 AM
45	explain the benefits to hem regarding representation and what services I provide to clients.	7/17/2017 11:37 AM
46	It is a Requirement to work with me	7/17/2017 11:32 AM
47	I explain that I work with my buyers on an exclusive basis and I value my relationship with them as much as I value a listing client.	7/17/2017 11:29 AM
48	Explaining the agreement and what it means.	7/17/2017 11:01 AM
49	"This allows me to exclusively represent your interests and work for you"	7/17/2017 10:57 AM
50	I explain agency, then tell the client they get the highest level of service from me no matter what, it is up to them if they would like to sign a paper agreement. I've only ever had one customer use a different agent after sitting down for a Buyers consult, he was my second consult ever, and looking at investment properties in which I was unfamiliar with.	7/17/2017 10:54 AM
51	Explain why I need them to sign it.	7/17/2017 10:44 AM
52	"this is how you hire me"	7/17/2017 10:35 AM
53	Illinois Law that I explain agency	7/17/2017 10:32 AM
54	I let them get to know me during initial meeting and then ask them to make it official.	7/17/2017 10:29 AM

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55	We explain that 100% of our clients sign them. It's not a hard conversation - it's one that explains we mutually respect each other, our time, and our commitment. It's more a loyalty agreement.	7/17/2017 10:28 AM
56	I show them my value, state my standards and ask for their comitment.	7/17/2017 10:12 AM
57	For me to be committed to you I ask for your commitment and by signing this agreement you will have my full commitment in helping you in your best interest.	7/17/2017 9:59 AM
58	I only require it when submitting an offer, to insure I'm compensated	7/17/2017 9:52 AM
59	I chicken out out and don't have them sign it as early in our search as o should - don't want to scare them. I make relationship jokes. 'We are together now, no cheating'. I need to be better	7/17/2017 9:51 AM
60	All my clients sign an agreement once we decide to work together ... let's get started	7/17/2017 9:42 AM
61	First develop a relationship with the buy, then in Maryland it's the law if they want representation.	7/17/2017 9:42 AM
62	Requirement that agency can only be established by a written agreement in our state.	7/17/2017 9:10 AM
63	If they trust you, they will sign	7/17/2017 8:36 AM
64	work together some first, show value, create the relationship, explain the agreement thoroughly then have them sign	7/17/2017 8:30 AM
65	Give them the option to go it alone.	7/17/2017 8:24 AM
66	Sign here	7/17/2017 7:57 AM
67	Explaining the reasons we use our buyer loyalty agreement in detail as the obvious choice for both the buyers and myself.	7/17/2017 7:34 AM
68	After we have established a relationship.	7/17/2017 7:33 AM
69	I bring it with me to first house I show them and explain it there- I tell them our broker wants us to have it outlined how I will work with them and how compensation is paid	7/17/2017 7:29 AM
70	Explain it to them	7/17/2017 7:13 AM
71	N/A	7/17/2017 6:55 AM
72	Experience, market knowledge, follow up, past client reviews	7/17/2017 6:55 AM
73	NA	7/17/2017 6:49 AM
74	Buyers consultation, exposing my services and what I will be doing for them	7/17/2017 6:38 AM
75	can show you pocket listings but company policy is to sign an exclusive agreement	7/17/2017 6:22 AM
76	Test drive with us first to see if we are a good match.	7/17/2017 6:18 AM
77	n/a	7/17/2017 2:27 AM
78	I ask them if they would want to have more than one primary care physician? They usually say know. I ask them to look at me as their primary care home physician. If they try to work with several Realtors at the same time, none of us are going to want to work our hardest for them or take a great deal of time with them, but if they commit to me by signing an agreement, I will take good care of them, find a home for them that they just love, and their transaction until the very end of the transaction. If, at some point, they decide they do not like the way I am working with them, I will be glad to release them from the agreement. I would never hold them hostage.	7/17/2017 1:48 AM
79	present it during my buyers initial consulation	7/17/2017 12:37 AM
80	I act as though it is the norm.	7/17/2017 12:32 AM
81	Legally, in PA, without a signed agreement in place, agents represent the sellers in ALL situations. Even if it's just for one home - or one day - not signing doesn't allow a buyer to take advantage of the knowledge and experience of their agent.	7/17/2017 12:11 AM
82	Don't force them to sign. Say it's standard	7/17/2017 12:11 AM
83	Im up front and honest about how I work... and I cant represent them without one!	7/17/2017 12:07 AM
84	adf	7/17/2017 12:07 AM

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85	Ask for their agreement - I only have so much time and they need to reserve their space for my services.	7/17/2017 12:02 AM
86	Tell them the facts that an agency agreement is required by State Law.	7/16/2017 11:39 PM
87	I explain that we are a team and we are committed to each other. I also explained that in the state of Georgia I legally have to get their permission to represent them and negotiate on their behalf in the transaction.	7/16/2017 11:34 PM
88	If I'm going to commit to them and make them my top priority then they should have no problem committing to me.	7/16/2017 11:29 PM
89	N/A	7/16/2017 10:59 PM
90	I don't have the sign - so I am interested in what over agents do	7/16/2017 10:48 PM
91	I lead with it - it clearly outlines my value proposition as a REALTOR and as a fiduciary. It's an excellent consultation tool, it's one of the first things I bring out.	7/16/2017 10:44 PM
92	Buyer consultation at my office first to learn more about them and their ability to buy and level of a serious plus showing all my services offered.	7/16/2017 10:23 PM
93	Honesty	7/16/2017 10:12 PM
94	It protects them and myself, I will give you 100 percent and this contract shows your commitment to me as well	7/16/2017 9:55 PM
95	Simply explain the agreement and email it to them. I have discussed agreement well before they receive it via email.	7/16/2017 9:50 PM
96	I tell them that if they don't, I represent the seller by default...and not them	7/16/2017 9:48 PM
97	Just a straightforward approach	7/16/2017 9:40 PM
98	I explain the agreement and ask if they would like to have me represent them.	7/16/2017 9:30 PM
99	wait until they trust me more	7/16/2017 9:22 PM
100	Just say its something we need for our files. But they can cancel anytime.	7/16/2017 9:05 PM
101	I don't make them sign the agreement until we make an offer. I let them know it is required by Georgia law for the agent to have a signed agreement.	7/16/2017 9:04 PM
102	Explain customer and brokerage/ client relationships	7/16/2017 9:01 PM
103	A buyer's agreement is required in my state prior to making any offers.	7/16/2017 8:57 PM
104	Allow them to terminate with 24 hours notice. If they are not happy with me and I can not resolve the issues, I don't want make they work with me.	7/16/2017 8:56 PM
105	I wait until they are ready to make an offer then I present them with the buyer's broker agreement one day and the offer the next.	7/16/2017 8:40 PM
106	Tell them it is company policy and it is for their protection.	7/16/2017 8:36 PM
107	It gives me the ability to have an opinion throughout the search process and through closing	7/16/2017 8:31 PM
108	we discuss the value proposition and why it's important for us both to know the process, steps and expectations in our 'partnership' to find them their home	7/16/2017 8:30 PM
109	Explain it and also tell them it is the law.	7/16/2017 8:22 PM
110	Dont have a good one. Need to get one.	7/16/2017 8:21 PM
111	Being straightforward is the best strategy.	7/16/2017 8:10 PM
112	Straightforward commitment to me as their exclusive agent	7/16/2017 8:06 PM
113	I explained that Commerce Department requires that I explain agency to them and ask them to sign that form. And after I have school them on purchasing home ask them if they would feel comfortable working with me and if that time go over the buyer's contract and have them sign it. I rarely get push back.	7/16/2017 8:03 PM
114	We only sign an agreement once we have placed an offer on a home	7/16/2017 8:01 PM
115	i will be working hard to find you house, so i want to make sure i am going to be you agent all the way. we can also negotiate some things	7/16/2017 8:00 PM

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116	Do you want an agent looking out for your best interests?	7/16/2017 7:59 PM
117	We sign contracts with both sellers and buyers to provide real estate services.	7/16/2017 7:58 PM
118	I tell them it is to establish trust for both parties.	7/16/2017 7:54 PM
119	They don't pay me if I don't deliver the property they want.	7/16/2017 7:43 PM
120	Why would they want me to represent the seller's best interest?	7/16/2017 7:26 PM
121	Mutual commitment	7/16/2017 7:25 PM
122	My company office 1 in office/telephone consult and 1 property tour before we seek commitment this has proven very effective. We do not ask for that until we have assessed the clients needs to determine if we can help.	7/16/2017 7:24 PM
123	I explain the agreement at the outset.	7/16/2017 7:23 PM
124	I'm a Professional Agent available for Exclusive Hire Only. If you wish to play the field and date a cadre of Agents who will allow you Rent them rather than Hire them, go ahead .. but I'm not your guy.	7/16/2017 7:16 PM
125	After we explain our services, we tell them they have to either hire us or not, there's no option for in between.	7/16/2017 7:15 PM
126	Real Estate has a lot of forms within the contractual framework. This is one component which stipulates that we'll be working together, so I can effectively represent you.	7/16/2017 7:13 PM
127	Act like it's just a normal part of the business.	7/16/2017 6:58 PM
128	My step by step process explained, roles and expectations clarified.	7/16/2017 6:54 PM
129	I usually work with them for a while. You have to develop a mutual relationship and trust before you request it.	7/16/2017 6:52 PM
130	Georgia Real Estate Law states agreement must be signed to show houses to buyer	7/16/2017 6:52 PM
131	Sign and I will show you houses; no sign, no house showing.	7/16/2017 6:50 PM
132	Explaining buyer agency.	7/16/2017 6:29 PM
133	I can represent you instead of the seller in the transaction and share all info that I gather with them. Their best interest is in letting me be their buyers rep. Sometimes a "single property" agreement is much better than trying to get them to sign a 3 month exclusive agreement.	7/16/2017 6:29 PM
134	When I write an offer.	7/16/2017 6:28 PM
135	Representation legal	7/16/2017 6:25 PM
136	To not waste each others time.	7/16/2017 6:25 PM
137	My Broker wants this signed	7/16/2017 6:21 PM
138	explain	7/16/2017 6:15 PM
139	I explain that I will be working for them until the right home is found and I ask them to stick with me through that process. Have had no problems.	7/16/2017 6:12 PM
140	It's required to show intermediary listings.	7/16/2017 6:08 PM
141	I offer them a rebate	7/16/2017 6:04 PM
142	Honesty	7/16/2017 6:03 PM
143	I just say, I want to have proof that you elected me to represent you, etc.	7/16/2017 5:59 PM
144	To both demonstrate commitment toward concluding a purchase	7/16/2017 5:59 PM
145	It is required for me to help them	7/16/2017 5:54 PM
146	Education	7/16/2017 5:53 PM
147	My dedication to fulfilling their needs	7/16/2017 5:49 PM
148	They have to sign the Buyers Agency Agreement before I can present an offer in NC. I tell them that I expect them to sign the agreement once they've decided that they want to work with me. I tell them up front that I want to earn their trust and respect before I ask them to sign it.	7/16/2017 5:45 PM

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149	Explain this is part of our commitment	7/16/2017 5:40 PM
150	My value proposition	7/16/2017 5:37 PM
151	N/a	7/16/2017 5:36 PM
152	Explaining it at our first meeting, before we start looking at properties.	7/16/2017 5:34 PM
153	Client or customer? Commitment and priority	7/16/2017 5:32 PM
154	For a short period, say a week or for a specific property	7/16/2017 5:29 PM
155	NA	7/16/2017 5:27 PM
156	A sense of urgency....know their hot buttons, and see their "ME"	7/16/2017 5:22 PM
157	the importance of a team approach and commitment for both of us.	7/16/2017 5:21 PM
158	It's part of my buyers consultation. I educate them on the process and the forms and never have a problem getting it signed	7/16/2017 5:20 PM
159	I explain how it protects both of us and I have a provision so that they know they don't pay my fees	7/16/2017 5:14 PM
160	If this is a first meeting I have them sign just for the properties that I am showing them that day not for a time period	7/16/2017 5:13 PM
161	N/a	7/16/2017 5:08 PM
162	Discussing at first meeting while showing properties	7/16/2017 5:05 PM
163	It's part of the process.	7/16/2017 5:05 PM
164	Consultation, communication, and showing the value they receive by signing. It's a part of doing business with me if they want me to be their Realtor for their purchase.	7/16/2017 5:01 PM
165	Let them know that if I am not their agent, I am representing the Seller and they would much rather have me on their side. Also, if they are not happy with my services, they can fire me. It's a no brainer.	7/16/2017 4:58 PM
166	It's the law, but it starts with an office meeting to establish criteria - after they're comfortable, we discuss Agency, and sign an agreement	7/16/2017 4:57 PM
167	I suggest we get to know each other before a commitment, much like dating... but we MUST have an agreement before an offer	7/16/2017 4:54 PM
168	Sometimes I have to wait until time to make an offer.	7/16/2017 4:52 PM
169	This allows me to help them & protect their interest	7/16/2017 4:52 PM
170	They have no choice!!	7/16/2017 4:50 PM
171	Time	7/16/2017 4:48 PM
172	I represent their interests	7/16/2017 4:47 PM
173	Explain my value to them and benefits.	7/16/2017 4:45 PM
174	It's never really been an issue for me. I like to establish a relationship with my clients before I ask them to sign a buyer's agreement.	7/16/2017 4:41 PM
175	Have trusted advice every step of the way.	7/16/2017 4:41 PM
176	Show them three homes sign the contract	7/16/2017 4:39 PM
177	Challenging, lots of language, Need to be able to explain	7/16/2017 4:37 PM
178	They are hiring me to represent them as a job just like they were hired for their job.	7/16/2017 4:35 PM
179	I present it at the second meeting.	7/16/2017 4:33 PM
180	I become their employee and work exclusively for them...it's free and you can fire me anytime	7/16/2017 4:33 PM
181	Explain agency and what level of service I can provide.	7/16/2017 4:33 PM
182	Explain this protects them and allows me to negotiate on their behalf otherwise I work for the seller	7/16/2017 4:30 PM

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183	This document ensures I am working for you with your best interests at heart. Otherwise, i am tacitly working for the seller.	7/16/2017 4:28 PM
184	I have them sign one with an offer contract, and make it good for a year.	7/16/2017 4:27 PM
185	Pointing out that this allows me to represent them and guves me a fiduciary duty to them.	7/16/2017 4:27 PM
186	I don't have them sign, because if they don't want to work with me, I am not going to force them.	7/16/2017 4:27 PM
187	Employment Agreement.	7/16/2017 4:26 PM
188	I let them know that I must have it to represent them as a single party agent. I let them know if I do not satisfy that I will readily release them.	7/16/2017 4:23 PM
189	I explain it's the state law; if they don't want to sign a lengthy agreement I have them sign one for the day and put the addresses of the homes shown on the agreement. I do explain it can be extended if after the day they want to continue to work with me	7/16/2017 4:22 PM
190	I will show 1-2 homes and then give them a copy of the agreement. I review it with them and then tell them when we go see other homes that I'll need it signed. If there's push back, I just say legally I need it.	7/16/2017 4:16 PM
191	Require a " 24 hour" buyer's agency so I can provide them the full benefit of my services and protect their interest. At the end of our first home tour, if we both wish to extend the agreement, we can. If we decide we do not wish to work together for any reason, the buyer's agency expires. This removes the pressure of signing a legal document prior to having the opportunity to work together. It under lines the importance of the relationship without undue pressure. NOTE: I have chosen to NOT renew a buyer's agency on several occasions because of obvious personality conflicts. Without the "expiring buyer's agency" I would have been obligated to work with them .	7/16/2017 4:15 PM
192	Tell them it's like going steady	7/16/2017 4:15 PM
193	Meeting and lengthy discussios. Sending them the doc to sign at their convenience	7/16/2017 4:14 PM
194	I do not have them sign an agreement, if I lose them it is because I am not giving them the service they need.	7/16/2017 4:05 PM
195	Explanation of what care you receive as a client compared to a sign call or as just a customer.	7/16/2017 4:01 PM
196	That by signing a buyer's agreement they are getting an agent that is looking out for their best interest,and that from the time they sign til we close I work to make the task of finding that dream home my mission.	7/16/2017 4:01 PM
197	assumtice and confident -100% of the people who I work with are clients	7/16/2017 4:01 PM
198	Explain to them the benefits of someone negotiating in their behalf. A marker expert in all steps buying.	7/16/2017 4:00 PM
199	Explaining my representation to them thru out the process	7/16/2017 4:00 PM
200	Agreement can be easily terminated	7/16/2017 3:59 PM
201	This is the clients comfimation they have a true professional on their side	7/16/2017 3:58 PM
202	I wait until we've gained a relationship to ask for it.	7/16/2017 3:56 PM
203	In the buyer consultation, I review the Brokerage Agreement and tell them that if they work with me, my broker needs this signed before we look at houses.	7/16/2017 3:53 PM
204	We have found that having buyers sign an agreement off the bat usually creates distrust and pressure. If any of our buyers leave us for another brokerage (which has not happened) an agreement will not stop them and the responsibility falls on us to keep them loyal with our amazing service.	7/16/2017 3:51 PM
205	I usually take them out for a few houses and talk to them. I want to make sure that it is a personality fit for both of us as well as the lender if they don't have one. If it is not a fit, refer. That is what I tell them. This is a huge purchase and I want my clients to feel like they can call on me with any questions without hesitation.	7/16/2017 3:50 PM
206	I have a strong relationship with my buyers. If I can not trust them I chose not to work with them or have them sign an agreement to cover properties I have shown them.	7/16/2017 3:47 PM

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207	I might I've one free ride with no agreement, but I bring it up even then. It is their best interest to be represented. We won't go far without one.	7/16/2017 3:41 PM
208	It varies depending who they are. I show them in writing what a transaction agent is NOT allowed to do for them without a signed BA agreement.	7/16/2017 3:40 PM
209	I show them the code and state is shows I am a professional.	7/16/2017 3:39 PM
210	Just ask	7/16/2017 3:39 PM
211	I can't technically advise or answer the questions you have unless signed. Listing agents technically represent the sellers, make it virtually impossible to represent the buyers best interest.	7/16/2017 3:39 PM
212	Show importance of having a buyers agent	7/16/2017 3:37 PM
213	Present this as one of the first steps of the process- once it is signed (and you have lender pre-approval) your home search has officially begun!	7/16/2017 3:36 PM
214	Having a direct conversation about the relevance of the agreement relative to how/ who I will represent in the negotiating process.	7/16/2017 3:35 PM
215	This helps me fight for them and keep their info private	7/16/2017 3:35 PM
216	Lost opportunity	7/16/2017 3:34 PM
217	Ask. A signed agreement is a natural end to a great presentation. If you do a good enough job, why would they even consider others	7/16/2017 3:30 PM
218	I tell them that is the first step for me to start representing them.	7/16/2017 3:30 PM
219	Tell them I work for them and am loyal to them and I expect their loyalty in return.	7/16/2017 3:29 PM
220	By explaining that it is the Law in Minnesota	7/16/2017 3:28 PM
221	I explain the Information about broker services and explain that they should have an agent work for them and when I work with a seller I have a listing agreement and when I work with a buyer I have a buyer's representation agreement	7/16/2017 3:27 PM
222	let them review first, then next time we're together they sign it.	7/16/2017 3:25 PM
223	If they want to work with me they sign it	7/16/2017 3:25 PM
224	Short term	7/16/2017 3:25 PM
225	i will not continue showing homes without it	7/16/2017 3:23 PM
226	Not on first meeting, but once you have developed rapport	7/16/2017 3:23 PM
227	I explain that the agreement creates a fiduciary responsibility from me to them.	7/16/2017 3:23 PM
228	Understanding the process	7/16/2017 3:22 PM
229	I tell them, I will show them property one time and if they feel confident in working with me, I would like them to sign the agreement and if they are dissatisfied with my service, we can mutually void the contract.	7/16/2017 3:19 PM
230	It puts our agreement in writing so that there is no misunderstanding later as to what services I am providing, the cost of those services, how I get paid and what is expected of the buyer.	7/16/2017 3:19 PM
231	It's about a relationship and I am there for them 24/7	7/16/2017 3:18 PM
232	Explaining to them my. Value and the value it brings to them	7/16/2017 3:18 PM
233	Explain the services I will be providing	7/16/2017 3:15 PM
234	It's tuff because no-one in NKMLS uses them.	7/16/2017 3:14 PM
235	To represent them	7/16/2017 3:13 PM
236	Explain all the value they get by being one of my clients and ask them for their willingness to give me a chance. I also tell my buyers they can cancel the agreement at anytime no questions asked no charges no wait time	7/16/2017 3:10 PM
237	Meeting them in office and doing buyer consultation showing them the value of working with me I also give back to buyers an incentive to working with me	7/16/2017 3:10 PM

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238	I explain that the document is a service agreement for me to provide real estate services. They normally don't have a problem signing it after a little explaining that it also allows me to protect them during the term of the contract.	7/16/2017 3:09 PM
239	Do a buyer consultation to educate them on the process, show them how much is entailed in the process, and then ask for their loyalty.	7/16/2017 3:09 PM
240	I explain that this guarantees them the level of service they should expect from me. It also insulates them from other agents who will be pestering them.	7/16/2017 3:09 PM
241	I am a professional, and as such a professional agreement is part of my process.	7/16/2017 3:07 PM
242	Give them the information on the agreement and educating them on the home buying process in the current market.	7/16/2017 3:07 PM
243	No cost to them for properties listed with a real estate firm.	7/16/2017 3:07 PM
244	Depends on buyer. New meet I try to sign earlier than a referral.	7/16/2017 3:07 PM
245	I represent them	7/16/2017 3:07 PM
246	Time and Effort required	7/16/2017 3:06 PM
247	Explaining the system of agency in Texas if show then home without an agreement then I work for the seller not them	7/16/2017 3:05 PM
248	Face-to-Face Pre-counseling Meeting: determine buyer needs/motivation, counsel, show value, and ask for commitment	7/16/2017 3:04 PM
249	In exchange, I offer what I consider VIP service and 24hr access to me.	7/16/2017 3:03 PM
250	I explain the agreement in detail and how it protects them.	7/16/2017 3:02 PM
251	Educating the buyers with the benefits of buyer agency.	7/16/2017 3:02 PM
252	Just talk to them straight up and tell them this is for their own good so I can help them.	7/16/2017 3:01 PM
253	tell them that two agents cannot work with one client. Anytime they don't like things I do they are free to go to another agent but they must let me know. Anything that I show them I have to do contracts etc. if not I have to be in agreeance with the other agent	7/16/2017 3:01 PM
254	The agreement lists the agents duties to the buyers as well as creates an exclusive relationship based on loyalty. That is what I explain to the buyers.	7/16/2017 3:00 PM
255	New I haven't had the privilege of doing this yet	7/16/2017 3:00 PM
256	Ensures seller pays my commission	7/16/2017 3:00 PM
257	I tell them it's a loyalty agreement and an order for me to work for them I need them to hire me	7/16/2017 2:59 PM
258	The seller has the listing agent to protect them, who do you have to protect you	7/16/2017 2:59 PM
259	Explaining my duties and responsibility to them as their buyer agent	7/16/2017 2:59 PM
260	State law requires it	7/16/2017 2:57 PM
261	I explain it a form that is required for me to represent them and for them to know the terms of hiring me to represent them.	7/16/2017 2:57 PM
262	Phrase it as a requirement to help them find a home	7/16/2017 2:57 PM
263	Matter of fact - this is what we do	7/16/2017 2:56 PM
264	I make it the first thing we do. It's my velvet rope. If they want in, they sign it- before I help them get preapproved for a mortgage or anything else.	7/16/2017 2:56 PM
265	Na	7/16/2017 2:55 PM
266	just ask to sign the agreement	7/16/2017 2:54 PM
267	Explain the benefits.	7/16/2017 2:53 PM
268	I tell them how valuable my time is and like any person, I want to ensure that I get compensated for my time. Especially if I am showing them FSBOS as well.	7/16/2017 2:53 PM
269	Focused dedication for both parties	7/16/2017 2:52 PM

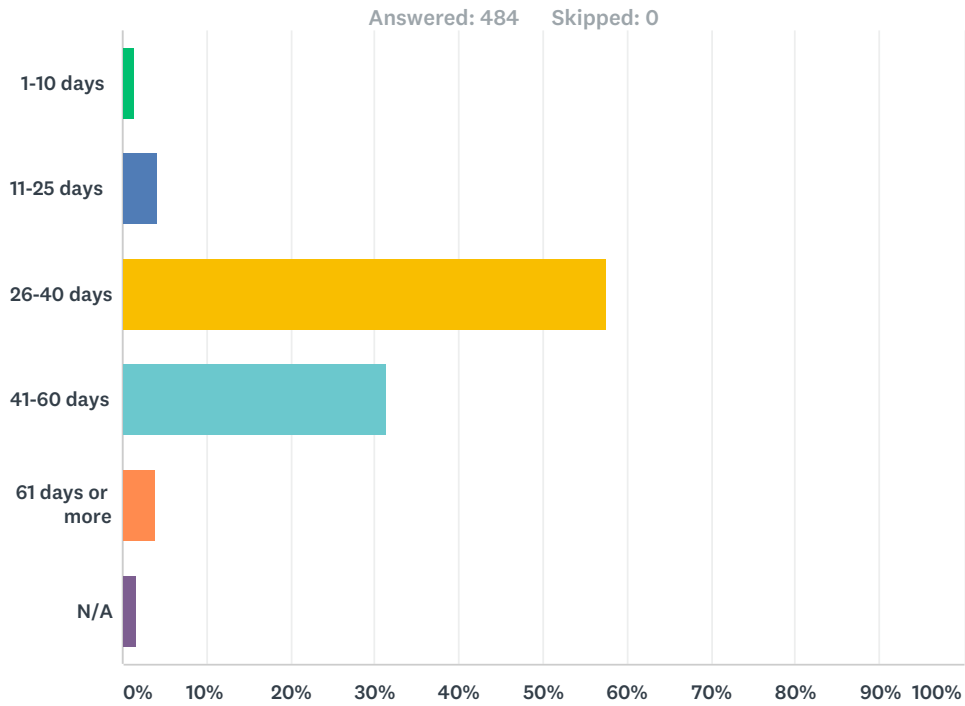
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270	As the expert, one must expect a client to be loyal. However, that loyalty is predicated upon the quality that is delivered through the broker's service.	7/16/2017 2:52 PM
271	Start with the legality and cover the the services I can offer.	7/16/2017 2:52 PM
272	My Value proposition and that they can cancel if we don't like working with each other.	7/16/2017 2:49 PM
273	I e plain that I order for me to assist you and protect your interest I need to get the paperwork out of the way. As well as discuss the full Pera meters of what you need in a buyers agent.	7/16/2017 2:47 PM
274	I explain that by law until hired to represent them, in the State of NC, ALL Agents represent the sellers.	7/16/2017 2:47 PM
275	We want a loyalty agreement. We want the buyer to know who their agent is and teach them the process. Education is king.	7/16/2017 2:46 PM
276	After we have made the commitment	7/16/2017 2:42 PM
277	In Michigan if buyer wants the agent to work for them they need to have a buyer's agency contract and ask buyer to sign a disclosure for how they want the agent to work with them. Once they understand the value of my professional services, I always get it signed or I chose not to work with them. The buyer either commits to me as I will commit to them or they will be shopping for another agent. I always conduct a buyer's meeting to explain process, paperwork and value. I am a professional and expect to be treated as one.	7/16/2017 2:42 PM
278	Tell them I require it to work with them	7/16/2017 2:35 PM
279	Buyer consultation	7/16/2017 2:35 PM
280	I present it as a loyalty agreement and explain how I will be loyal, as well as how they can demonstrate loyalty	7/16/2017 2:33 PM
281	My agents usually just present it and get it signed when the buyer's write their first contract.	7/16/2017 2:32 PM
282	I wait until after first group of showings but always before writing any offers	7/16/2017 2:31 PM
283	I only get them to sign when we are writing an offer and then our state requires this.	7/16/2017 2:30 PM
284	Required, company policy	7/16/2017 2:30 PM
285	I would be offended if an agent asked me to sign one. I would ditch the agent	7/16/2017 2:26 PM
286	It's the law.	7/16/2017 2:24 PM
287	i build the relationship first!	7/16/2017 2:21 PM
288	Do not present it until after the 5th home we view.	7/16/2017 2:20 PM
289	Ask	7/16/2017 2:20 PM
290	I only ask them to sign for the properties which I show them	7/16/2017 2:20 PM
291	I don't ask them to sign an agreement until we see at least one house and they're calling me to see another one. I tell them that it protects both of us and I'd like them to have confidence that they have full fiduciary duties from me.	7/16/2017 2:19 PM
292	I tell them the truth! My firm insists on it before I take them out touring. min	7/16/2017 2:19 PM
293	I explain it line by line and ask them to hire me to work with them	7/16/2017 2:16 PM
294	i just let them know that it is required by my company	7/16/2017 2:15 PM
295	Similar to a listing agreement	7/16/2017 2:15 PM
296	Formal buyer consultation where we discuss their needs and the home buying process. After presentation we ask for their commitment to work with us exclusively.	7/16/2017 2:14 PM
297	na	7/16/2017 2:14 PM
298	Buyer Consultation	7/16/2017 2:12 PM
299	Those who sign are top priority clients because I know that they are serious and loyal.	7/16/2017 2:10 PM
300	I don't take on new clients unless we have a history.	7/16/2017 2:07 PM
301	no idea	7/16/2017 2:07 PM

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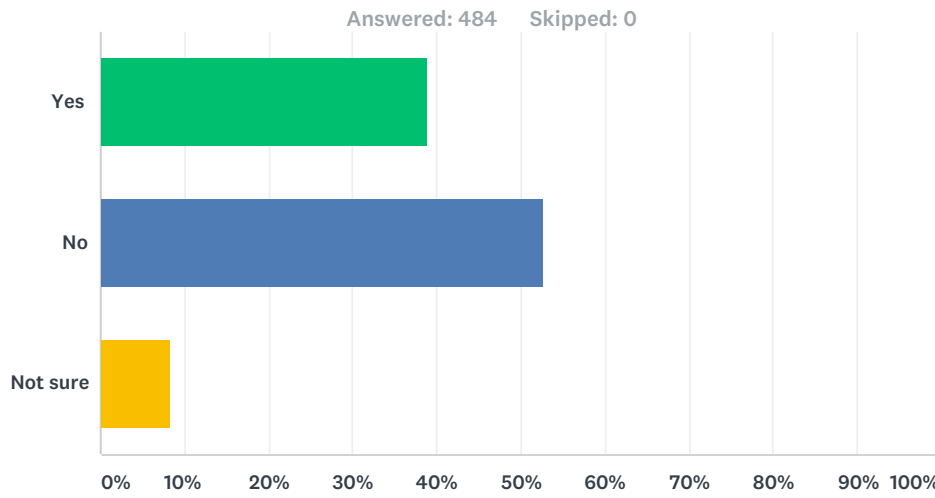
302	Negotiate on their behalf.	7/16/2017 2:03 PM
303	They are only obligated to the agreement from the homes I have shown them. No long term agreements.	7/16/2017 2:01 PM
304	OH gosh...it's a process. I use a very well thought out methodical system for this.	7/16/2017 2:00 PM
305	Just letting them know what iwill do for them and the time Involved	7/16/2017 1:59 PM
306	i am going to start using it and i think it's a commitment from both the agent and the buyer; like a listing contract we have for sellers, buyers need a contract too	7/16/2017 1:58 PM
307	I present it as an agreement between the client and myself	7/16/2017 1:44 PM
308	It assures them that I will put their interests above everything	7/16/2017 1:39 PM
309	I provide them with a copy of the very first time we meet in a tell them that if they approve of my services, after one or two more meetings, then I will ask them to sign it	7/16/2017 1:34 PM
310	I'll show a home they may contact me about, but then have them sign a Buyer broker before any additional showings. I explain how this is in their best interest as it obligates me to them with Statutory duties.	7/16/2017 1:24 PM
311	After a buyer consultation the client gets to look at one home, if they want to see more homes, the Guyer agency agreement must be signed at that time.	7/16/2017 1:21 PM
312	That it is part of the process and they need to sign and if not then we don't work with them.	7/16/2017 1:20 PM
313	I don't	7/16/2017 1:19 PM
314	if I am doing my work and comunicting, buyers don't need to look somewhere else	7/16/2017 1:15 PM
315	It's the same as a Sellers Listing ageeement and agency is a requirement of our board and required by state law.	7/16/2017 12:56 PM
316	It is required document by my office and it protects them	7/15/2017 12:25 PM
317	I take them out once and then have them sign it	7/15/2017 12:14 PM

Q13 How long, on average, does it take for your buyers to close on a home?



Answer Choices	Responses
1-10 days	1.45% 7
11-25 days	4.13% 20
26-40 days	57.44% 278
41-60 days	31.40% 152
61 days or more	3.93% 19
N/A	1.65% 8
Total	484

Q14 Do you believe closing times have gotten longer?



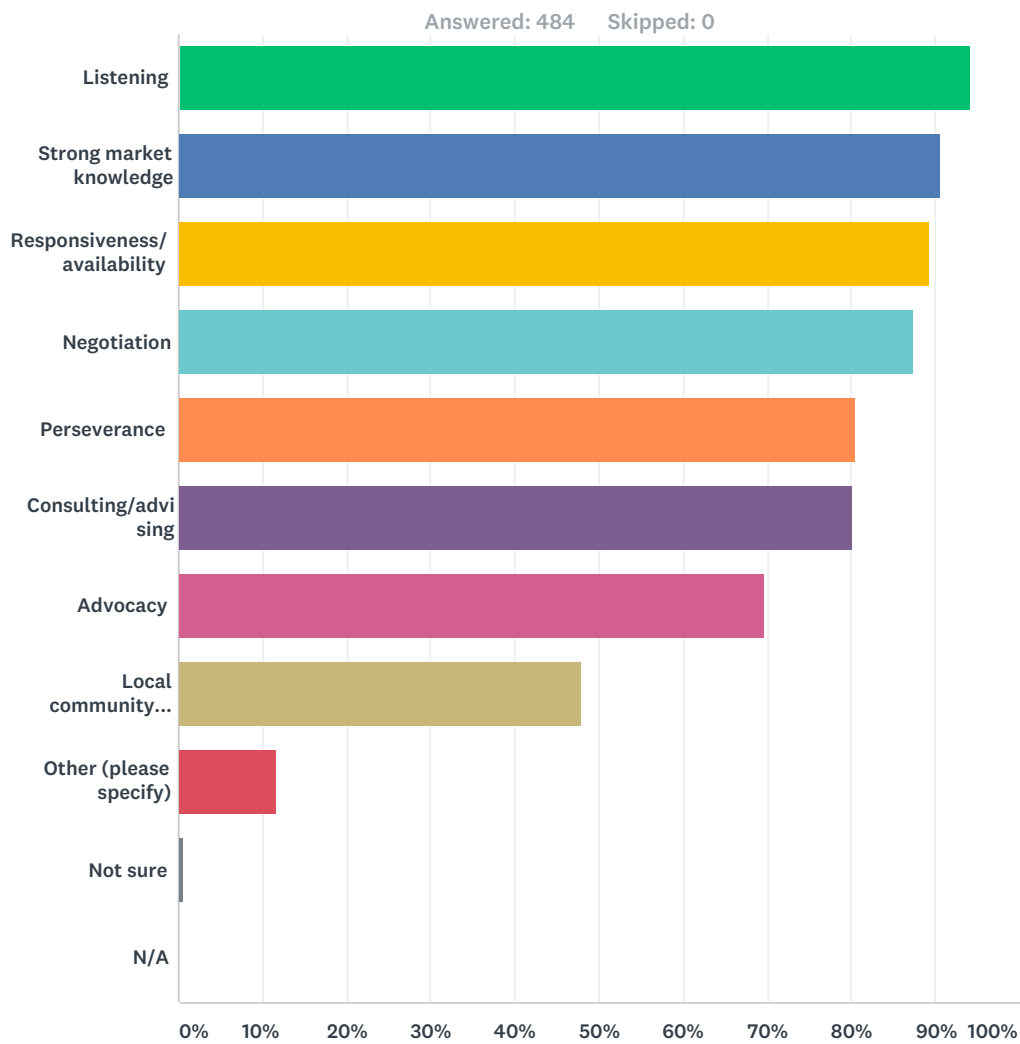
Answer Choices	Responses
Yes	38.84% 188
No	52.69% 255
Not sure	8.47% 41
Total	484

Q15 What kind of challenges, if any, have you been facing (or seen others in the industry face) at closing with buyers?

Answered: 358 Skipped: 126

#	Responses	Date
1	The HUD statement is not coming out in a timely manner.	7/18/2017 1:55 PM
2	Low appraisal and appraisers coming in from other states or so far away in state they have no knowledge of local market	7/18/2017 1:52 PM
3	Negotiating Repairs and Competent transaction management by the listing agents.	7/18/2017 1:38 PM
4	AT Closing? Just the occasional delay in closing if they use a Lender other than one we recommend.	7/18/2017 11:55 AM
5	There are many unskilled agents in our market. The unskilled agent does not educate the buyer on the market or the process. They do not build in realistic expectations. This lack of knowledge and understanding causes unnecessary delays and drama throughout the transaction	7/18/2017 11:34 AM
6	Understanding closing paperwork.	7/18/2017 11:24 AM
7	Not noticing any.	7/18/2017 11:06 AM
8	mortgage underwriting process is unclear, things come up at the last minute. Lack of communication from the mortgage lender, government regulations mucking up the process.	7/18/2017 10:43 AM
9	Depends on who is representing them.	7/18/2017 9:58 AM
10	one or the other attorney is not buttoned up with all of the smaller credit and debit items	7/18/2017 6:48 AM
11	Home conditions are becoming an issue. A lot of sellers are not taking care of the homes and we find out at home inspections that there are ALOT of repairs.	7/18/2017 4:12 AM
12	lack of inventory creates multiple offer scenarios which most buyers do not understand.	7/17/2017 10:53 PM
13	lenders doesnt provide need it support days before and on day of closing	7/17/2017 10:53 PM
14	Nothing new... except Ohio requires wire transfers over \$1K instead of cashiers/certified checks. Wire fraud is rampant in our industry. CFPB rules have helped consumers immensely!	7/17/2017 10:39 PM
15	3 day wait period after buyers sees ALTA. Pre-qualify and didn't do due diligence.	7/17/2017 10:21 PM
16	No special areas of concern	7/17/2017 9:27 PM
17	n/a	7/17/2017 8:40 PM
18	Their credit worthiness.	7/17/2017 8:19 PM
19	.	7/17/2017 8:17 PM
20	Some lenders are taking longer to close a transaction.	7/17/2017 7:59 PM
21	Not understanding the closing disclosure documents.	7/17/2017 5:49 PM
22	Inspection issues	7/17/2017 5:47 PM
23	Appraisals - taking a long time, properties not appraising.	7/17/2017 5:42 PM
24	Last minute requests from lenders, especially for self-employed buyers.	7/17/2017 5:37 PM
25	None	7/17/2017 5:08 PM
26	Finance is the main one	7/17/2017 4:26 PM
27	If they are using a big bank the process goes longer and can have issues. I try to encourage my clients to use mortgage brokers. Having the right broker upfront makes a big difference. An agent needs to follow-up on the loan as well. If you ignore it there will most definitely be issues	7/17/2017 4:09 PM
28	Slow loan processing and repair issues	7/17/2017 3:59 PM

Q16 Which qualities/skills are important to a buyer's agent's success? (Check all that apply.)



Answer Choices	Responses	Count
Listening	94.21%	456
Strong market knowledge	90.50%	438
Responsiveness/availability	89.26%	432
Negotiation	87.40%	423
Perseverance	80.58%	390
Consulting/advising	80.17%	388
Advocacy	69.63%	337
Local community connections	47.93%	232
Other (please specify)	11.78%	57
Not sure	0.62%	3

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N/A	0.00%	0
Total Respondents: 484		

Inman Survey: How to become the go-to buyer's agent

Q17 Why?

Answered: 295 Skipped: 189

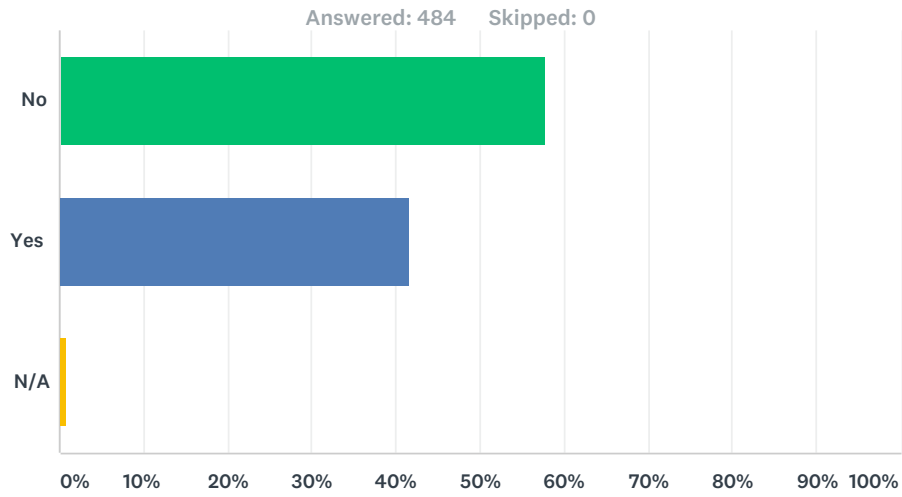
#	Responses	Date
1	When you communicate with them in a way they are comfortable with they tend to let their guard down a little. You are communicating their terms and it gives them some sense of control.	7/18/2017 1:52 PM
2	Representing a buyer competently requires many more skill sets than listing a home competently.	7/18/2017 1:38 PM
3	Buyers are a long-game.	7/18/2017 11:55 AM
4	We have an immense responsibility to all of our clients to be the expert, be the professional. A home is a person's biggest financial instrument. The financial implications for a family are huge! We have a responsibility to educate and advocate	7/18/2017 11:34 AM
5	All of these I believe help bring the Buyer's Agent to a successful closing.	7/18/2017 11:24 AM
6	A buyers agent needs a strong knowledge of the local market and they have to be able to negotiate well on behalf of the client	7/18/2017 10:43 AM
7	Knowing you have made an offer that is fair for both parties that has been based on all the elements (location, condition, etc).	7/18/2017 9:58 AM
8	A good experience will lead to a client for life - not just one deal	7/18/2017 6:48 AM
9	Exceptional customer service keeps the clients happy and the referrals for more clients coming!	7/18/2017 4:12 AM
10	Good communication is the key to our success.	7/17/2017 10:53 PM
11	listen to buyers needs and concern, as well been a good negotiator	7/17/2017 10:53 PM
12	Our 100% loyalty and focus never changes. You would never permit a dual or "designated" lawyer or coach - so why take that risk in the biggest transaction of your life?	7/17/2017 10:39 PM
13	3,000 agents to choose from. Can just find another agent if you aren't responsive.	7/17/2017 10:21 PM
14	To make it happen	7/17/2017 8:40 PM
15	.	7/17/2017 8:17 PM
16	If you are going to advise and protect you need all those characteristics.	7/17/2017 8:01 PM
17	You are your buyer's advocate. Everyone needs a good advocate in this world!	7/17/2017 7:59 PM
18	You have to be in the game all the way and committed to the very end and beyond.	7/17/2017 5:47 PM
19	Most of my buyers are from out of the area, need my local knowledge.	7/17/2017 5:42 PM
20	Buyers agents have to know the inventory and local real estate trends to be experts in the area. You need to know enough about the market to be able to spontaneously recommend 3-4 properties or neighborhoods in the first few moments of speaking with a new client. I also work with a lot of buyers relocating or retiring to Tucson. Part of my job is to help them fall in love with Tucson and the desert, as well as helping them find their perfect home.	7/17/2017 5:37 PM
21	You have to have a little of everything to accommodate the dynamic nature of this business.	7/17/2017 5:08 PM
22	You are solution selling. You are trying to find the right solution and when they have found the closest match you need to give them the confidence to purchase	7/17/2017 4:26 PM
23	I work by referral so I strive to provide the most personalized service I can. My clients need to know I'm working hard for them. Anyone can open a door to show a home - my job is to fill in the gaps of what they see online, and what their needs and goals are	7/17/2017 4:09 PM
24	The Buyer agent must be totally supportive throughout the process	7/17/2017 3:59 PM
25	Because it can be very challenging at times.. each buyer is very different from each other. Like a box of chocolate "you never know what your going to get" ..so you just go for it and give it your best..always.	7/17/2017 3:30 PM

Q18 Describe your most memorable success story with a buyer client.

Answered: 254 Skipped: 230

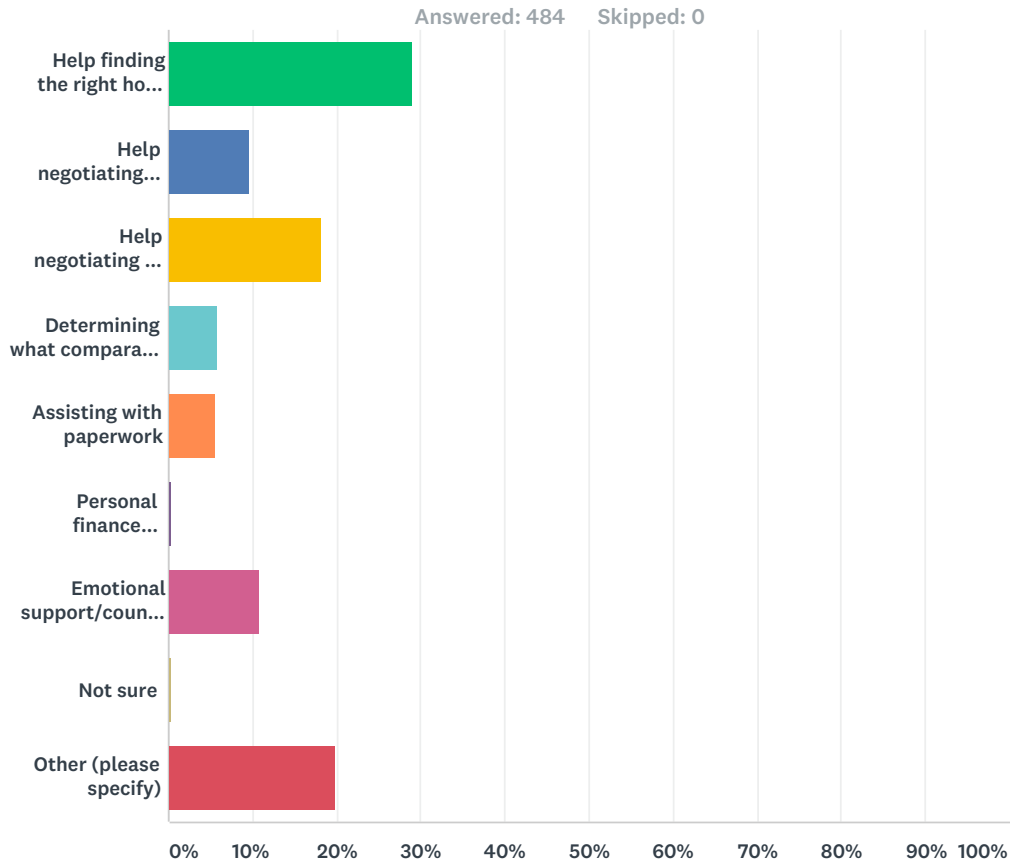
#	Responses	Date
1	Every client is unique & therefore memorable	7/18/2017 1:55 PM
2	Helping First Responder buy a home in a sellers market where average price was 200k and she had a pre approval for 140k. searched for about four months looking at everything under 140k that came up. Would place an offer on a home and within hours there would be five or more offers. We were always the first offer and never the winner. Finally found a home around the corner from her parents and it needed more work than she was prepared for. We placed our offer, within an hour agent calls with counter, trying to contact buyer, when agent calls back just sent an email saying no counter we are now in a multiple offer situation. I go back to buyer who by this time is so upset she cannot go any higher and needs the help with closing costs. We lose this one too.....my heart then breaks for her. We are back to square one again and she tells me if the next one does not work out she will wait till next year. A few days later I get a call from the listing agent on the last offer we placed. Their deal fell through! Said seller said to go back to the young girl who was a First Responder see what she can do. So the listing agent and I talked about what she needed and what the seller needed we closed six weeks later. The happy ending is my daughter moved out of my house into her own!!!! Gotta love what I do!	7/18/2017 1:52 PM
3	I have many memorable success stories but I will provide a scenario that I experience over and over again that I consider memorable successes. When a client refers another client to me and and in the same conversation recalls my advice during their transaction that came to fruition.	7/18/2017 1:38 PM
4	Finally closing several that started searching our our web site more than 5 years earlier.	7/18/2017 11:55 AM
5	Too many to choose from	7/18/2017 11:34 AM
6	Moved a buyer from Madrid, Spain to Dallas, TX and they bought their new home without ever seeing it physically, only online. It's still tough to sell someone their new home without actually walking the property.	7/18/2017 9:58 AM
7	More than once, getting them from tire kicking to financed and buying	7/18/2017 6:48 AM
8	First time home buyers that are capable of paying more looking for a deal and being able to get the home they need/want for 1/2 the price!	7/18/2017 4:12 AM
9	I love when a new buyer is so excited and appreciative of all the work we do, that makes it all worth while.	7/17/2017 10:53 PM
10	buyer with complication on loan closed 3 month later	7/17/2017 10:53 PM
11	We have so many...	7/17/2017 10:39 PM
12	Excitement of finding the perfect first home.	7/17/2017 10:21 PM
13	First time home buyer - single Mom - didn't believe she could do this - got her into a starter single family home -	7/17/2017 9:27 PM
14	ha quite a few	7/17/2017 8:40 PM
15	A buyer sold her car to AMSCOT to get the down payment money into her account. They kept the title till she closed and sold it back to her.	7/17/2017 8:19 PM
16	.	7/17/2017 8:17 PM
17	I accidently met military buyers who only had one day to find a home. We found it!	7/17/2017 8:01 PM
18	When a buyer wrote a reference letter & said I was the best agent they had ever worked with - they had bought & sold other properties previously.	7/17/2017 7:59 PM
19	Over and over again finding the right fit for Buyers. Clients have their vision and dreams about what they want to acquire. Assisting them with accomplishing a good part of what they want in a location that is often very different from their current situation is challenging but also rewarding all round.	7/17/2017 5:47 PM

Q19 Will you tour homes with buyers before they are preapproved for a loan?



Answer Choices	Responses
No	57.64% 279
Yes	41.53% 201
N/A	0.83% 4
Total	484

Q20 What do buyers want most from an agent?



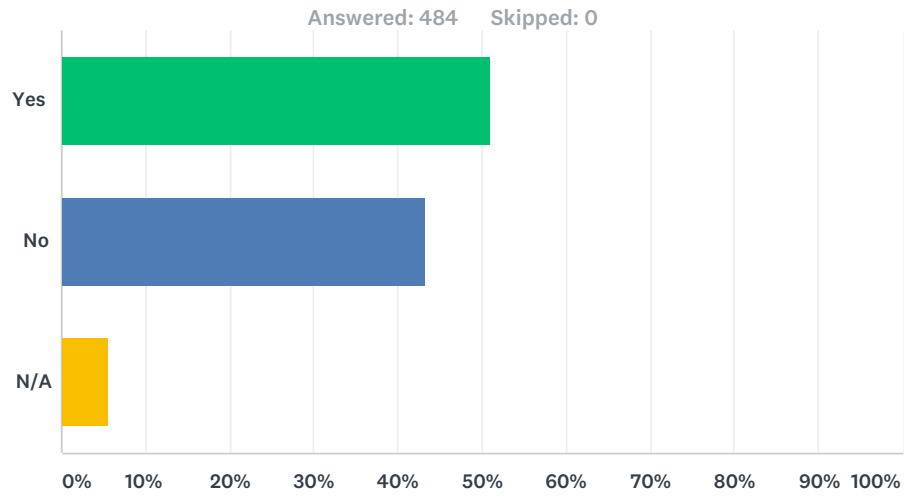
Answer Choices	Responses	
Help finding the right home to purchase	29.13%	141
Help negotiating price	9.71%	47
Help negotiating the terms of sale	18.18%	88
Determining what comparable homes are selling for	5.79%	28
Assisting with paperwork	5.58%	27
Personal finance guidance	0.41%	2
Emotional support/counseling	10.95%	53
Not sure	0.41%	2
Other (please specify)	19.83%	96
Total		484

Q21 Which skill do you believe most separates buyer's agents from seller's agents?

Answered: 484 Skipped: 0

#	Responses	Date
1	Time spent with clients & communications	7/18/2017 1:55 PM
2	Customer Service. Just answer their questions!!!!!!!	7/18/2017 1:52 PM
3	Consulting vs Sales	7/18/2017 1:38 PM
4	People skills, research, and patience.	7/18/2017 11:55 AM
5	Emotional support	7/18/2017 11:46 AM
6	Commitment.....working with buyers is a much bigger commitment of your time and resources	7/18/2017 11:34 AM
7	Caring, Listening	7/18/2017 11:24 AM
8	Advocate for Buyer	7/18/2017 11:06 AM
9	The selling agent is the buyers agent...	7/18/2017 10:46 AM
10	ability to work with a particular client....persistence	7/18/2017 10:43 AM
11	Establishing a trusting relationship with the other represented side.	7/18/2017 9:58 AM
12	patience and a sales approach that is informational	7/18/2017 6:48 AM
13	Compassion for the client circumstances	7/18/2017 4:12 AM
14	Patience	7/17/2017 10:53 PM
15	the knowledge of vast area to sale	7/17/2017 10:53 PM
16	Advisor/counselor versus sales agent	7/17/2017 10:39 PM
17	Skills	7/17/2017 10:21 PM
18	Exclusive Buyer Agent never practices dual agency - always knows who the client is they are serving	7/17/2017 9:27 PM
19	patience	7/17/2017 8:40 PM
20	patience	7/17/2017 8:19 PM
21	.	7/17/2017 8:17 PM
22	Personal finance guidance	7/17/2017 8:01 PM
23	A skilled negotiator with integrity & ethics.	7/17/2017 7:59 PM
24	It requires a lot more hand holding for the client.	7/17/2017 5:49 PM
25	They overlap in most areas. I would have to say being able to read what they want and often very quickly.	7/17/2017 5:47 PM
26	empathy	7/17/2017 5:42 PM
27	Consistency - you have to show up for all of your buyers, and potential buyers, every day.	7/17/2017 5:37 PM
28	Patience & empathy	7/17/2017 5:16 PM
29	patience	7/17/2017 5:08 PM
30	availability and energy	7/17/2017 4:26 PM
31	I do both and feel the main objective is to provide superior service.	7/17/2017 4:09 PM
32	Patience	7/17/2017 3:59 PM
33	customer service	7/17/2017 3:54 PM
34	Buyer agents are more hands on we need to be flexible. it's never black and white.	7/17/2017 3:30 PM

Q22 Do you advise buyers to send 'love' letters to sellers to stand out?



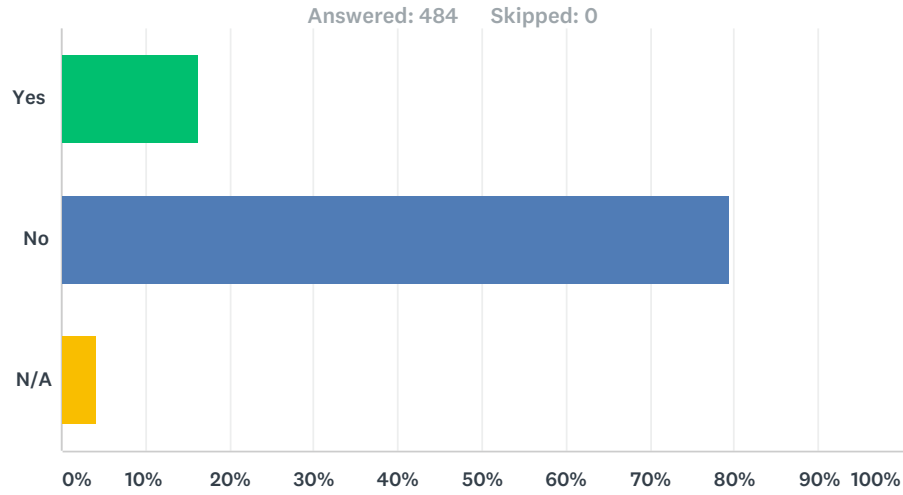
Answer Choices	Responses
Yes	51.03% 247
No	43.39% 210
N/A	5.58% 27
Total	484

Q23 If you answered yes to the question above, what is your advice for making these letters to sellers effective?

Answered: 257 Skipped: 227

#	Responses	Date
1	Tug at the heartstrings. Find something that buyer's & sellers have in common & then write a letter to say why they should sell to u!	7/18/2017 1:55 PM
2	I only do this when we are in competition. I tell them to be honest and let the seller know why you have chosen their home to become yours. Pour your heart out especially if they have lost other homes.	7/18/2017 1:52 PM
3	In certain circumstances a letter from the heart can make a difference but only in the right circumstance.	7/18/2017 1:38 PM
4	I advise my buyers to make some kind of connection to the seller if possible. For example, a home we toured indicated it was a family home with small children. We also noticed a picture which seemed to indicated the seller might be an educator. My Buyers are newlyweds and hoped to start a family of their own soon. The wife was also a teacher and wrote a letter saying they loved the home and could see their children playing in the huge backyard for hours. She also shared that she hoped to stay home once she started having children, yet continue educating children by offering childcare in the home and said the basement was perfect for playing/learning areas.	7/18/2017 11:06 AM
5	only if you have a valid reason, then you should appeal to the sellers good will....	7/18/2017 10:43 AM
6	Honesty	7/18/2017 9:58 AM
7	In most cases, sellers want to see validation that their choice in a property is still valid in today's market	7/18/2017 6:48 AM
8	Due to hot market conditions most of the sellers in our area do not was a storybook. They want there price for the property.	7/18/2017 4:12 AM
9	Speak about how the buyer would love to raise their family in the home that the seller called home.	7/17/2017 10:53 PM
10	It's selective - price point driven mostly. But in all cases we provide an introductory email cover letter from EBA to listing agent along with a phone call, or sometimes an added feature of personal delivery of the offer.directly.	7/17/2017 10:39 PM
11	Attach to their sensitive side about your feelings for the home.	7/17/2017 10:21 PM
12	Not always - case specific - good for new family offering on an elder's family home etc.	7/17/2017 9:27 PM
13	.	7/17/2017 8:17 PM
14	Tell sellers why they love the house.	7/17/2017 8:01 PM
15	I can ask if they are interested in writing a note and in my experience, it has been a 50/50 response. I will always do a letter of introduction that will go to the Selling Broker to give them a picture of my Buyers.	7/17/2017 5:47 PM
16	Find out what they, the seller, love about their house and make sure that the love letter talks about this and taking care of their "beloved home".	7/17/2017 5:42 PM
17	Make it personal. Show them you are human, that you love the same things they do - the land, the property, the neighborhood... if applicable, family photos are encouraged.	7/17/2017 5:37 PM
18	Write about what they liked about the home, and a bit about them. I advise them not to include a photo or put in anything that might inadvertently be viewed as discriminatory	7/17/2017 4:09 PM
19	only use under circumstances where it might help. Often a waste of time	7/17/2017 3:54 PM
20	will raise their kids and make memories....	7/17/2017 3:25 PM
21	Sometimes to explain buyers to form emotional situation with sellers	7/17/2017 2:57 PM

Q24 Have you found it more difficult to justify your role as a buyer's agent since the dawn of home search portals?



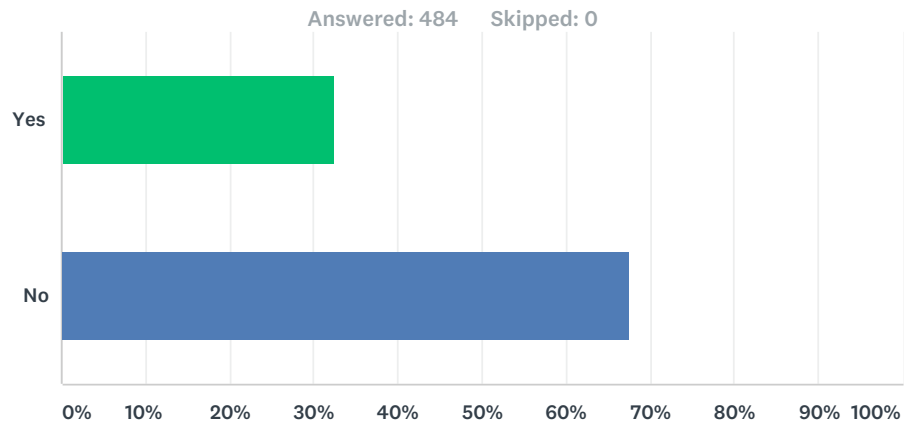
Answer Choices	Responses
Yes	16.32% 79
No	79.55% 385
N/A	4.13% 20
Total	484

Q25 How do you convince buyers that you're the right agent for them?

Answered: 370 Skipped: 114

#	Responses	Date
1	I don't, they either like me & my services or they find someone else.	7/18/2017 1:55 PM
2	I taught straight. Listen I am from NJ working in the deep South. When I add "Sugar" or "Sweetie" to the end of the sentence they know I am faking. I tell them I am here to gather all the information they need to make the right decision for their family. I let them know being from NJ I have been schooled in the fine art of negotiations. I also let them know I can always make a call back home if things are not going our way. This usually gets us all laughing it is a real ice breaker then they get to know the real me. With me as with my home state you either like me or you don't I hold no animosity I totally understand. So I have learned to tone things down a bit and still be myself.	7/18/2017 1:52 PM
3	My knowledge and experience speaks for itself during the Interview Consultation.	7/18/2017 1:38 PM
4	By demonstrating knowledge of the market and the process. Hundreds of past client reviews.	7/18/2017 11:55 AM
5	I normally do not have to convince them to work with me. I confirm they do not have a relationship with another agent, Once we have an initial office consultation or face to face appointment the relationship is usually set from that point forward. My clients recognize my experience, market knowledge and sincere desire to serve them.	7/18/2017 11:34 AM
6	Provide them with the right answers.	7/18/2017 11:24 AM
7	I tell them I am REAL and that I will listen to them every step of the way. I also let them know I will be a friend for life if they want that. And I am - I stay connected with past clients through social media, happy hours, picnics and dinners.	7/18/2017 11:06 AM
8	interpretation of the local market that they can't get online with a national portal	7/18/2017 10:43 AM
9	Answering the phone and being responsive to their needs.	7/18/2017 9:58 AM
10	With conviction that I will work on their behalf with thorough due diligence and market knowledge so that they know that their choice will be the right choice	7/18/2017 6:48 AM
11	Build a relationship and gain their trust through communication.	7/18/2017 4:12 AM
12	Reviews!	7/17/2017 10:53 PM
13	show them my value	7/17/2017 10:53 PM
14	We are true Exclusive Buyer Agents in an Exclusive Buyer's Brokerage. There is so little competition! We have an almost 100% conversion and success rate.	7/17/2017 10:39 PM
15	I don't have a problem once we meet personally.	7/17/2017 10:21 PM
16	I'm not always the right agent - when I am it is more a belief by both of us that we are a great match	7/17/2017 9:27 PM
17	I don't	7/17/2017 8:40 PM
18	I don't convince them...they can see that I have integrity and will take care of their needs.	7/17/2017 8:19 PM
19	.	7/17/2017 8:17 PM
20	Just be me.	7/17/2017 8:01 PM
21	I show them my resume, years of experience in the business, numerous awards and reference letters from other clients. I show them that the value I bring to the transaction is priceless!	7/17/2017 7:59 PM
22	I show them with my service. No convincing needed.	7/17/2017 5:49 PM
23	I listen and don't try to tell them what to do. By taking the position I am an information source, they will begin to talk about those dreams and visions for property and this takes the conversation out of interview mode and straight into working together	7/17/2017 5:47 PM
24	Just by talking with them. If there is not a connection I do not work with them.	7/17/2017 5:42 PM

Q26 Are you on a team?



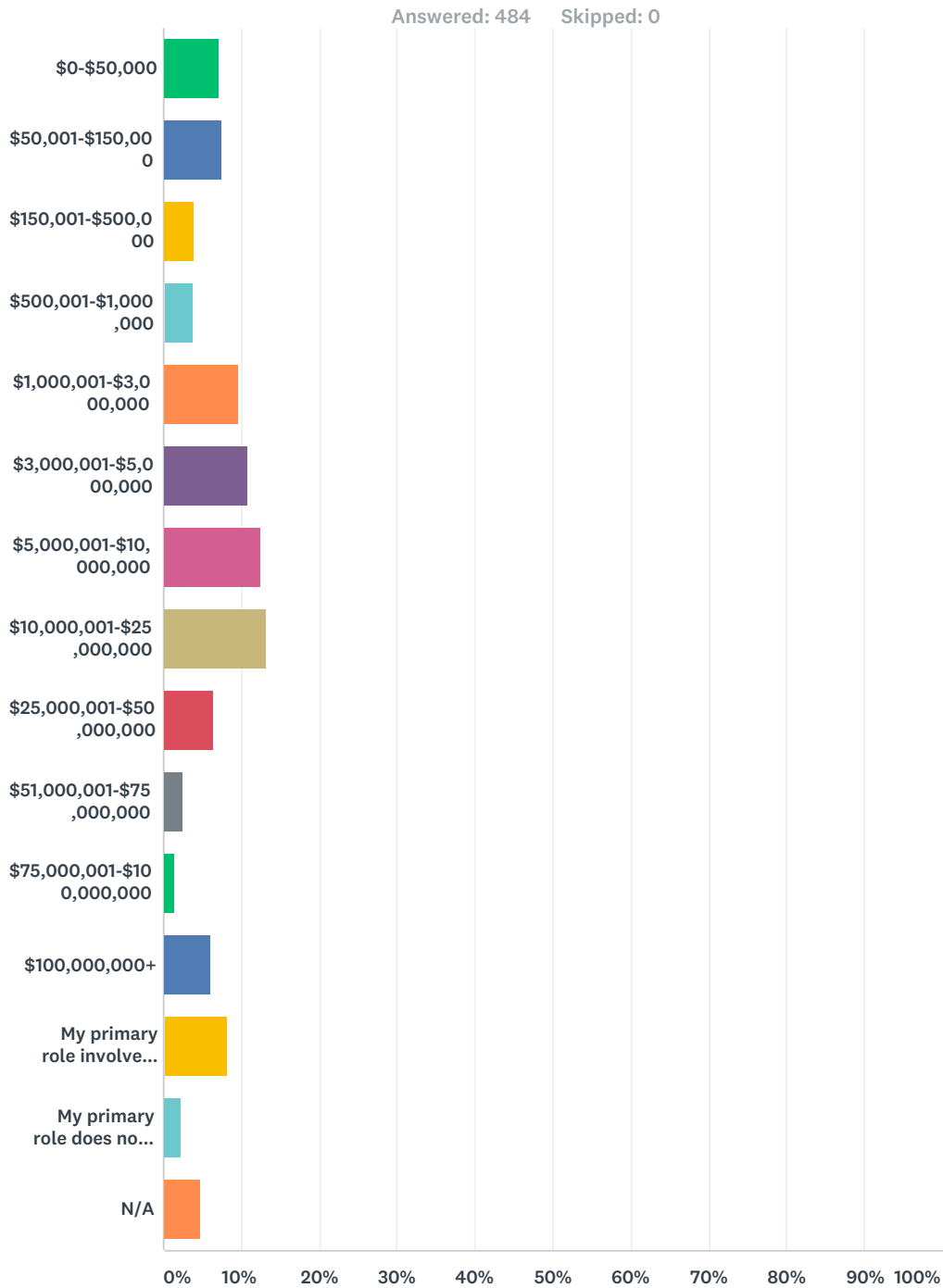
Answer Choices	Responses
Yes	32.44% 157
No	67.56% 327
Total	484

Q27 Describe an experience with a homebuyer client when you made a mistake? What did you learn?

Answered: 259 Skipped: 225

#	Responses	Date
1	Didn't ask the client if they could buy with cash. Assumed they needed a loan, lost the perfect home because of that. They had a pre-approval letter, so my assumption was they didn't have the cash	7/18/2017 1:55 PM
2	Buyer wrote offer on lot with a builder got accepted and then was doing deals with builder behind my back only to find out the lot we thought we bought was different than the one we purchased. This was brought to my attention after the builder poured the basement and started framing. My company took over the contract I was given my first listing, I had to pick out all the colors, cabinets, doors and was a nervous wreck. The home sold before completed and the company made enough to pay me a commission. I walk the lot now with every builder and buyer. The builder does not get my buyer's contact info and I am the person of contact.the	7/18/2017 1:52 PM
3	I didn't object enough to a client who purchased a home based on their "emotions". There are times when you should language stronger than that of a consultant.	7/18/2017 1:38 PM
4	My client purchased a home with FHA financing and had termite inspection done. The inspection indicated the presence of DEAD ants but still recommended treatment. I discussed this with my client and suggested he keep an eye on it after he took possession and spray or consult with pest control company if he noticed any live ants. What I failed to tell him it was not necessary to share the inspection report with his lender since FHA does not require it. However, once he did, the lender indicated he was obligated to treat before we could close. We had a pest control company out to provide a second inspection/opinion which cost my client an additional \$125. I felt badly for not letting my client know that he was not obligated to share inspection with lender. I learned it's worth having a pest control company conduct termite inspections.	7/18/2017 11:06 AM
5	the buyer had no loyalty	7/18/2017 10:43 AM
6	Not having them pre qualified by a mortgage lender before showing them properties.	7/18/2017 9:58 AM
7	We were going from one property to the next in separate cars, when I realized that I left my phone at the previous property. It was about 1/4 of a mile away, so they waited for me to retrieve it. During that time, they realized that they had locked themselves out of an area of their own home - we both realized that to err is human and had a good laugh	7/18/2017 6:48 AM
8	Showin the client homes outside there price range (they requested I show a home 50,000 out of there price range to see the difference if they decided to wait for there end of the year bonus check)It turned into a mess because then they wanted everything they saw they expected to be in there price range.	7/18/2017 4:12 AM
9	Gave them my personal taste which was a mistake	7/17/2017 10:53 PM
10	assume seller will not accept a low offer and almost fight with my client, then seller accepted.	7/17/2017 10:53 PM
11	In hyper-local super hot seller markets you cannot always go with the "big picture analysis" to determine value (for sales, pendings, fsbo's, solds, etc). Since we are conservative we let the Buyer-Client make the ultimate decisions - but we've lost homes to competing buyers even when bidding well above asking price at what we identified would be the max appraisal valuation range. Some "buyer agents" are waiving inspections and appraisal contingencies - which is assinine and places the Buyer in extreme risk - and ultimately could lead to lawsuits and complaints with the state licensing authority.	7/17/2017 10:39 PM
12	I forgot to change my Supra battery. To make sure one has all apparatus in order to show	7/17/2017 8:40 PM
13	I listed their home. The buyer they chose ended up not getting a mortgage although pre-approved. A foreclosure that was dissolved in bankruptcy did not sell at the same time as the bankruptcy.	7/17/2017 8:19 PM
14	.	7/17/2017 8:17 PM
15	I sent a counter offer to a very high strung buyer before I read it.	7/17/2017 8:01 PM
16	N/A	7/17/2017 7:59 PM

Q28 If your primary role is to sell real estate, what was your/your team's overall production in 2016?



Answer Choices	Responses	
\$0-\$50,000	7.02%	34
\$50,001-\$150,000	7.44%	36
\$150,001-\$500,000	3.93%	19

Inman Survey: How to become the go-to buyer's agent

\$500,001-\$1,000,000	3.72%	18
\$1,000,001-\$3,000,000	9.71%	47
\$3,000,001-\$5,000,000	10.95%	53
\$5,000,001-\$10,000,000	12.60%	61
\$10,000,001-\$25,000,000	13.22%	64
\$25,000,001-\$50,000,000	6.40%	31
\$51,000,001-\$75,000,000	2.48%	12
\$75,000,001-\$100,000,000	1.45%	7
\$100,000,000+	5.99%	29
My primary role involves real estate sales, but I was not selling actively in 2016	8.06%	39
My primary role does not involve real estate sales	2.27%	11
N/A	4.75%	23
Total		484

Q29 What do you believe are buyers biggest misconceptions about buying a home?

Answered: 484 Skipped: 0

#	Responses	Date
1	What they can get for their budget	7/18/2017 1:55 PM
2	Understanding credit..... what you have to do to obtain what you have to do to keep a good credit score and most importantly How to fix bad credit.....	7/18/2017 1:52 PM
3	They don't understand the complexity and risk of the real estate transaction.	7/18/2017 1:38 PM
4	All buyers believe they can get more for their budget than they can. Most can't believe how fast they have to make decisions in a hot market. Some still believe they can make offers contingent on the sale of their current home when it is not yet under contract.	7/18/2017 11:55 AM
5	That it's risky.	7/18/2017 11:46 AM
6	They still think it's a buyer's market. They do not understand why it's important to talk to a lender before starting to look for a home. Even if it's not their first time purchasing a home. Chances are the real estate environment is substantially different than the last time they were in the market.	7/18/2017 11:34 AM
7	That it is easy and inexpensive.	7/18/2017 11:24 AM
8	The amount of money they will need to bring to closing.	7/18/2017 11:06 AM
9	They can do it on their own	7/18/2017 10:46 AM
10	Price for what they want...buyers always seem to believe they can buy something for a significant amount under asking price.	7/18/2017 10:43 AM
11	Repairs	7/18/2017 9:58 AM
12	That everything that they need to know is available on line	7/18/2017 6:48 AM
13	Getting a great deal...bargain shopping in a sellers market	7/18/2017 4:12 AM
14	Seller's over price their homes so there is a lot of room for negotiations	7/17/2017 10:53 PM
15	they can always get bargain	7/17/2017 10:53 PM
16	Thinking that their "buyer agent" or even the bastardized term "exclusive buyer agent" (in a traditional brokerage) is really a true buyer agent 100% loyal to them. They have no clue what goes on behind the scenes... The other misconception is they think they don't need a "buyer agent" and can just fend for themselves - or worse - trust the seller/dual agent.	7/17/2017 10:39 PM
17	Pricing - thinking they can still get something for nothing.	7/17/2017 10:21 PM
18	That they know what they are doing	7/17/2017 9:27 PM
19	that they will find everything the want in one property	7/17/2017 8:40 PM
20	They think their dollar will go further.	7/17/2017 8:19 PM
21	.	7/17/2017 8:17 PM
22	They think it is easy	7/17/2017 8:01 PM
23	Price! They think prices are lower in Orlando than they actually are, especially if they are coming from out of the area. They don't always believe you when you tell them it is a seller's market,, prices are up, sales are up & inventory is down.	7/17/2017 7:59 PM
24	That they will find the exact home in the exact location they want, for the price they want to pay.	7/17/2017 5:49 PM
25	They will find every item on their wish list.	7/17/2017 5:47 PM
26	time it takes	7/17/2017 5:42 PM
27	That they can get the perfect, flawless home of their dreams for a bargain. Those days are gone.	7/17/2017 5:37 PM

Inman Survey: How to become the go-to buyer's agent

\$500,001-\$1,000,000	3.72%	18
\$1,000,001-\$3,000,000	9.71%	47
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My primary role does not involve real estate sales	2.27%	11
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Total		484