

10 ADVANTAGES OF DIRECT CLIENT STATUS

- 1) **The Doctor/Patient Advantage (Client Confidentiality)**
Let's say you're going from house to house and agent to agent, sharing your personal and financial information with everyone. When you do put in an offer, how does it affect your bargaining power if the Seller's agent already knows everything about you? It is critical that you share this information with only one agent, so that it won't work against you later. Your Buyer Agent is on your side, not the Seller's side.
- 2) **The Instant Information Advantage (No Communication Delays)**
When you are relying on the internet, newspapers, or magazines as sources for house listings, their systems all have built-in delays, from a few days to a week, before the listing actually makes it to you. How many of the hottest deals or best buys make it that far before they are sold? Very few.
- 3) **The Insider Advantage (Buyer, Meet Seller)**
A great many hot properties are sold exclusively, by sleeve or pocket listings, before they are even activated on MLS (Multiple Listing Service), well before the public even knows about it. In these cases, the Sellers who wanted to sell and Buyers who wanted to buy were introduced and made their transaction through the Direct Client program.
- 4) **The Inbox Advantage (Convenient Email Updates)**
As an agent, I have the technology to be notified of a new listing on the MLS system by the minute, and then quickly notify my Direct Clients. I can use my privileged access to this listing data to get you in to see your perfect home before most of the other potential Buyers even know about it.
- 5) **The Invisible Listing Advantage (Find the properties that aren't for sale)**
As part of a large sales force, I am constantly in contact with other agents. They may have Potential Sellers: home owners who would sell if they had a Buyer. We call this the water cooler transaction. I mention I have someone looking for a special kind of property, and the other agent has a property that fits like a glove, but isn't even on the market!
- 6) **The Active Agent Advantage (Buyer Agents are prospectors)**
I won't just wait for listings in the Direct or VIP program: I'll go out and find your perfect home! I will prospect by telephone, direct mail or pound the pavement door-to-door, investing as much time as it takes to find your ideal property. Why wait weeks or months until it is listed for sale?
- 7) **The Accountability Advantage (Contractual Obligations – For Me!)**
Direct Clients hire me under contract, just like Sellers hire me under a listing contract. This ensures that my Direct Buyers receive benefits that other prospective Buyers do not. When we enter into this contract, I am required to perform specific duties within a fixed time, or the agreement is null and void.
- 8) **The Perfect Freedom Advantage (Fire Me Anytime!)**
If you are unhappy with my services for any reason, please give me the opportunity to correct the situation. If the problem continues, then I promise you an unconditional release from our contractual agreement with no questions asked.
- 9) **The Guaranteed Communication Advantage (I Promise Not to Disappear)**
You can expect a regular delivery of prospective homes to consider and ongoing communication from me. I'll keep you up to date on the hottest new listings, so we can beat the rush and get you in to see these properties before other potential Buyers. This way you will see the best buys first!
- 10) **The Transaction Coordination Advantage (I'll find the property, then help you own it)**
There will be a large group of professionals involved in completing your transaction: banks, insurance, inspectors, appraisers, utilities, and lawyers just to name a few. All these professionals do not have time to contact each other and facilitate your purchase. It's a huge benefit to have an agent you trust, who will coordinate all these services on your behalf.