



Why Work With An ABR (Accredited Buyer Representative)?

An Accredited Buyer Representative (ABR) represents the buyer who is purchasing property in a real estate transaction. Research by the National Association of REALTORS has shown that when a buyer's representative is used, the prospective buyer found a home faster and examined more properties than consumers who did not use a buyer's representative.

The buyer's representative works for, and owes fiduciary responsibilities to, the real estate buyer and has buyer's best interests in mind throughout the entire real estate process. A buyer's representative will:

- Evaluate the specific needs and wants of the buyer and locate properties that fit their exact specifications.
- Assist the buyer in determining the amount that they can afford (pre-qualify), and show properties in that price range and locale.
- Assist in viewing properties -- accompany the buyer on the showings, or preview the properties on behalf of the buyer to insure that the identified specifications are met.
- Research the selected properties to identify any problems or issues to help the buyer make an informed decision prior to making an offer to purchase the property.
- Advise the buyer on structuring an appropriate offer to purchase the selected property.
- Present the offer to the seller's agent and the seller on the buyer's behalf.
- Negotiate on behalf of the buyer to help obtain the identified property -- keeping the buyer's best interests in mind.
- Assist in securing appropriate financing for the selected property.
- Provide a list of potential qualified vendors (e.g. movers, attorneys, carpenters, etc.) if these services are needed.
- Most importantly, fully-represent the buyer throughout the real estate transaction.

Why should you look for the ABR designation before looking for a home? These three letters after a REALTORS® name tell you that you will be working with buyer representative who is committed to your best interests. The ABR Designation is awarded to those REALTORS® who have met the specific educational and experiential criteria needed to provide the high level quality service.