

@realty



Buyer  
**Advocacy**

# What is Buyer Advocacy?

Buyer advocacy, also known as buyer representation, is a service provided by professionals, often real estate agents or consultants, who assist buyers in the purchasing process. Unlike traditional real estate agents who may represent both buyers and sellers, buyer advocates exclusively represent the buyer's interests.



These advocates work closely with buyers to understand their needs, preferences, and budget constraints. They then utilise their knowledge of the market, negotiation skills, and network to find suitable properties, negotiate favourable terms, and guide buyers through the entire purchase process.

Buyer advocates aim to ensure that buyers make informed decisions, get the best possible deal, and navigate potential pitfalls in the buying process. They may also provide additional services such as property inspections, valuation assessments, and legal guidance to protect the buyer's interests.

# Understanding the Risks of Proceeding Without a Buyer Advocate

Not having a buyer advocate when purchasing a property can leave buyers vulnerable to several disadvantages:

1

## Limited Market Knowledge:

Without a buyer advocate, buyers may lack access to comprehensive market information, including recent sales data, market trends, and neighbourhood dynamics. This limited knowledge can make it challenging to make informed decisions and identify suitable properties.

2

## Negotiation Challenges:

Negotiating the terms of a real estate transaction requires skill and experience. Without a buyer advocate, buyers may struggle to negotiate effectively with sellers or their agents, potentially resulting in less favourable terms or missed opportunities for concessions.

3

## Risk of Overpaying:

Buyers without representation may be at risk of overpaying for a property. A buyer advocate can conduct thorough market research and comparative analysis to ensure that buyers pay a fair price based on current market conditions and property value.



## 4

### Lack of Legal Protection:

Real estate transactions involve complex legal documents and processes. Without a buyer advocate, buyers may be at risk of overlooking important legal considerations or contractual obligations, which could lead to legal disputes or financial liabilities down the line.

## 5

### Emotional Decision-Making:

Buying a property can be an emotional process, particularly for first-time buyers or those searching for their dream home. A buyer advocate provides impartial advice and support, helping buyers make rational decisions based on their needs and objectives rather than emotions.

## 6

### Limited Access to Off-Market Opportunities:

Buyer advocates often have access to off-market properties and exclusive listings that are not publicly advertised. Without representation, buyers may miss out on these unique opportunities to find their ideal property.

## 7

### Time and Stress:

Searching for a property, coordinating viewings, and navigating the buying process can be time-consuming and stressful, especially for busy individuals. A buyer advocate can streamline the process, saving buyers time and alleviating stress by handling many of the logistical aspects on their behalf.

Overall, while it is possible to purchase a property without a buyer advocate, doing so can expose buyers to various risks and challenges. Having professional representation can provide peace of mind, save time and money, and ultimately ensure a smoother and more successful buying experience.

# Why Choose Us as Your Buyer Advocate?

As buyer advocates, we serve as invaluable allies for individuals or entities looking to purchase real estate properties. Our role is to provide specialised services tailored exclusively to representing the buyer's interests throughout the complex process of buying a property. Here, we delve deeper into why our services are essential and explore the multitude of benefits we bring to the table.

## 1 Expertise and Market Knowledge:

We possess a deep understanding of the real estate market, including local trends, property values, and neighbourhood dynamics. This expertise allows us to provide valuable insights to buyers, helping them make informed decisions. By staying abreast of market conditions, we can identify opportunities and potential risks, guiding our clients towards the best investment choices.

## 2 Negotiation Skills:

Negotiating the terms of a real estate transaction can be challenging, especially for those unfamiliar with the process. We are skilled negotiators who advocate for our clients' interests, whether it's securing a lower purchase price, negotiating favourable contract terms, or addressing repair issues. Our ability to navigate negotiations effectively often results in better outcomes for buyers, saving them money and minimising stress.



### **3 Access to Off-Market Opportunities:**

We typically have access to a vast network of industry contacts, including other agents, developers, and property owners. This network often grants us access to off-market properties—those not listed on the open market—which can present unique opportunities for buyers. By tapping into these exclusive listings, we expand our clients' options and increase the likelihood of finding the perfect property.

### **4 Streamlined Property Search:**

Searching for a property can be time-consuming and overwhelming, especially in competitive markets. We streamline this process by conducting thorough searches based on our clients' specific criteria and preferences. We filter out unsuitable listings, schedule property viewings, and provide valuable feedback to help buyers narrow down their choices efficiently.

### **5 Due Diligence and Risk Management:**

Buying a property involves various legal, financial, and logistical considerations, all of which carry inherent risks. We conduct extensive due diligence on behalf of our clients, investigating factors such as property history, title issues, zoning regulations, and potential liabilities. By identifying and mitigating risks early in the process, we protect buyers from making costly mistakes and ensure a smooth transaction.

### **6 Objective Advice and Support:**

Throughout the buying process, we provide objective advice and support to our clients, serving as their trusted advisors every step of the way. We offer insights into market conditions, property values, and investment potential, empowering buyers to make well-informed decisions aligned with their goals. Additionally, we act as a buffer between buyers and sellers, helping to manage emotions and conflicts that may arise during negotiations.

## 7 Cost Savings and Value Maximisation:

Contrary to common misconceptions, hiring us typically doesn't cost buyers anything out of pocket. In most cases, we are compensated through commissions paid by the seller or listing agent. As such, buyers receive professional representation and guidance at no direct cost to them. Furthermore, we often help buyers secure better deals, negotiate favourable terms, and avoid unnecessary expenses, ultimately maximising the value of their investment.

## 8 Post-Purchase Assistance:

Even after the purchase is complete, we continue to provide assistance and support to our clients. Whether it's coordinating inspections, facilitating repairs, or addressing post-closing issues, we ensure a seamless transition into homeownership. By maintaining ongoing relationships with our clients, we become trusted resources for any future real estate needs or inquiries.

## 9 Assistance with Auction Purchases:

As professional buyer advocates, we also utilise our expertise as auctioneers to aid buyers in acquiring properties through auctions. Well-versed in the nuances of the auction process, we adeptly bid on behalf of our clients. Our experience enables us to navigate auctions with assurance, ensuring our clients possess optimal chances of success. Whether evaluating auction properties, devising bidding strategies, or executing bids, we provide comprehensive support to facilitate buyers in securing properties at auction. With our guidance, buyers can participate in auctions with confidence, reassured by the presence of a seasoned professional advocating for their interests throughout the bidding process. Additionally, as professional auctioneers, we actively engage in bidding on behalf of buyers, leveraging our expertise to secure favourable outcomes.

In summary, as buyer advocates, we play a pivotal role in the real estate transaction process, offering expertise, guidance, and advocacy exclusively for buyers. From navigating the market and negotiating terms to mitigating risks and maximising value, our comprehensive services deliver tangible benefits and peace of mind to buyers seeking to make one of life's most significant investments.

# About @realty

As a Buyer Advocate, our aim is to ensure that your purchasing experience is not only seamless but also advantageous. With our expertise and dedication, we committed to advocating for your best interests throughout the entire process, from initial consultation to final transaction. Here's how I can assist you:



1

## Personalised Approach:

We prioritise understanding your unique needs and preferences, tailoring our services to ensure a customised experience that exceeds your expectations.

2

## Expertise and Experience:

With years of experience in the real estate industry, we bring a wealth of knowledge and insights to every transaction, guiding you through complex decisions with confidence.

3

## Transparency and Integrity:

We operate with the utmost integrity and transparency, keeping you informed at every step of the process and advocating for your best interests with honesty and integrity.

4

## Dedicated Support:

We committed to providing unparalleled support and guidance throughout your real estate journey, serving as your trusted adviser and advocate from start to finish.