



SOMEONE in your CORNER

Our buyer's representatives are here to protect you in the new home process

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Photos courtesy of Russell Eppright Custom Homes www.epprighthomes.com



This is your life, and finding the right place to spend it is paramount to your quality of living.

The purchase or building of a new home is one of the most important and long-lasting financial decisions an individual or family will make in their lifetime. Often it seems like the procedure pits the buyer against the rest of the world, and there are times when even the simplest of details seem to fall through the cracks while all parties are pushing through to the end of the process.

Wouldn't it be nice to have someone in your corner to help with the decisions that will impact your final satisfaction?

Well, buyers do have someone on their side, and using a buyer's representative can be an essential piece in the new home building or buying puzzle.

What You're Up Against

How many homes does the typical person purchase and sell throughout their lifetime? The answer is not nearly as many as the builder of that new home that you have your eye on!

The good news is that you can level the playing field by having your own buyer's representation from a professional Realtor® that is knowledgeable about the new construction process and will work to represent your interests throughout the process.

Due to Federal tax advantages, even people who love moving will usually only do so once every two years. Since Avalor Austin Realty works with home buyers every day, our Realtors® deal with all kinds of unique situations and put that experience to work for their clients.

Additionally, we work with dozens of home builders and are able to advise our clients on the reputable ones we've worked with in the past, and the ones with whom we've had less than great experiences that are out there in the marketplace.

Most home builders rely on word of mouth and referrals for their success. They have a vested interest in making sure Realtors® are confident bringing them buyers. Therefore, a Realtor® is better able to negotiate with the builder.



What is a Buyer's Representative?

A buyer's representative 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 one week faster and examined three more properties than consumers who did not choose to use a buyer's representative.

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

Who Do They Represent?

Depending on the business arrangement you have with a licensed real estate agent, that agent may actually be negotiating for the seller, not for you – the buyer.

The best way to be certain that someone is out there working for your best interests is by signing a buyer representation agreement with an agent. To effectively serve a new home buyer, a buyer's representative needs to understand all of the intricacies involved in new home construction, as well as be able to successfully communicate these intricacies to their client. Avaral agents not only understand these issues, but also have experience in the new home market in Austin.

Too many home buyers – particularly in new home purchases – go into negotiations without a professional working on their behalf.

A buyer's representative will serve as their advocate. It is important to understand that all listing agents, builders and any on-site salesmen are working for the seller, not for you. It doesn't matter how friendly or helpful they are, at the end of the day, they

are responsible for getting the best deal for their seller.

When using a member of our experienced group as your buyer's representative, we represent your interests, and only your interests – even though our expertise does not cost you a dime. The reason for this is that we are compensated by the seller, and that is an aspect of the real estate transaction that many are not aware of.

I am often asked how important is it to have someone on your side in the new home buying and building process. I always answer that I cannot stress the importance enough.

Most people would never think of representing themselves if they found themselves being sued – they would surely hire a professional as their defense attorney. They would want to have someone who practiced law every day and had knowledge and expertise in all the intricacies of our judicial system. They would want to have someone who advised them on how best to answer questions, how to respond to the judge and to the prosecuting attorney. There is so much on the line for them.

It is the same with buying a home. This is the largest investment most people will ever make, but so many people do not receive the counsel of a qualified buyer's representative to help them make the best decision.





Here are just a few of the services that Avalar New Home Group provides to our buyers:

- Evaluate specific wants and desires and locate properties that fit those specifications.
- Assist the buyer in determining the amount that they can afford (help them get pre-qualified with a lender) and show properties in that price range.
- After identifying properties that fit their criteria, we will preview the homes before showing our clients to eliminate homes that don't fit the personal tastes of our clients, which saves them from wasting their time in homes that they would not want.
- Research the selected properties to identify any underlying 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 based on market conditions and trends.
- Present the offer to the seller on the buyer's behalf.
- Negotiate on behalf of the buyer to help obtain the identified property while keeping the buyer's best interests in mind.
- Assist in securing appropriate financing for the selected property.
- Provide a list of potential qualified vendors (movers, attorneys, carpenters, et al) if these services are needed.
- Most importantly, fully represent the buyer throughout the real estate transaction.

The buyer's representative is responsible for helping their client find the home of their dreams. They also need to be sure that their clients are aware of every positive and negative aspect of this home before they commit to purchasing, and to be sure that they get the best value for their money.

Saving Money and Grief

There are countless stories about how properly using a buyer's rep saved the buyer money or grief.

Home builders are usually able to anticipate future price increases in advance, and with our established relationships with these builders, we sometimes are able to warn our clients and help them to move forward in advance of these increases. Just recently, we helped a client sign a contract with a builder one week before a 10 percent cost increase.

Conversely not using a buyer's rep can affect more than just your pocketbook – it can affect your peace of mind and satisfaction.

We have heard countless horror stories of builders who were not delivering on many promises that had been made to the buyer. The buyer did not have any legal recourse because they did not get these promises in writing in the contract, and they did not force the builder to be specific about what would be done and how it would be done. This not only cost the home buyer countless time and stress, but also cost them a lot of extra money getting the problems fixed and the home finished to their specifications.”

Whether in the courtroom or the conference room, when you are negotiating a new home purchase or construction, it is vital to have a professional in your corner. So look for the people with your interests at heart – the buyer's representative.

