

## WHAT IS A BUYER SPECIALIST?

A Buyer Specialist is probably what most of us picture when we think of a Realtor. They do research, make appointments and show property. In reality, there is much more to it.

Realtors generally have an infinite list of tasks they perform. They complete competitive market analyses, and meet with potential sellers to discuss values and sales strategies. They measure homes, place lockboxes, take photographs, put up signs, write ads, plan ad schedules, do ad layouts and maintain websites. They process files, obtain title searches and write listing and selling contracts, etc.

Buyer Specialists' tasks are quite different. They work mostly with buyers. The Buyer Specialist interviews new buyers to establish what property will be most suitable to that particular buyer. Once that information has been acquired, the Buyer Specialist begins the research. Normally there are several hundred homes available in greater Vernon. The Buyer Specialist's task is to sift and sort according to style, price and area. Once the most suitable properties have been found, the Buyer Specialist sets up appointments and the buyer views the properties. The Buyer Specialist reviews all pertinent details on each property with the buyer and offers direction and information to assist the buyer in making an educated decision.

The Buyer Specialist places great importance on watching the new listings and contacting their buyers as soon as the appropriate new listings come on the market. On this rapid market that can really make the difference between a buyer seeing a house in time or missing it. Because a Buyer Specialist is not having to perform the number of tasks a normal realtor does, they generally get information to their buyers more quickly.

Like regular realtors they write offers and negotiate effectively for their clients. Like regular realtors they practice the laws of agency, either working impartially for both the buyer and seller in the case of Dual Agency or strictly for the buyer depending on which house the buyer is making the offer on. Not all realtors choose to specialize, but it is an effective way of channeling greater time and effort toward the needs of the buyer.

It is getting to be more common now for realtors working with buyers, to have a contract with their buyers which outlines details of agency conduct and the services a Buyer Specialist will provide. This is signed by the buyer assuring the loyalty of that buyer to that particular realtor even to the point of representing that buyer on a private sale should that situation arise. The result is a quality exchange of effort and reward for both the Buyer Specialist and the buyer.