

Buyer Representation: *Value and Benefits to a Buyer*

Loyalty

The agent must always act in the best interest of the buyer, and never place the agent's interests first or take advantage of the buyer

Obedience

The agent must follow the lawful instructions of the buyer

Disclosure

The agent must disclose all material facts as required by the Law of Agency, the Texas Real Estate License Act, and the REALTOR® Code of Ethics

Confidentiality

The agent may not discuss or disclose facts or information about their client that should not be revealed to others

Duty of Accounting

The agent must report and account for all monies received on behalf of the buyer

Reasonable Skill and Care

The agent must render knowledge, expertise, information, and assistance to the buyer; must investigate the material facts related to the sale; and must work to obtain the best price, terms and conditions for the buyer

The Buyer Has His Own Representation

The buyer can develop a working relationship with one trusted agent, and can be confident that he or she has hired an accountable professional to fully represent his or her interest.



REALTOR®