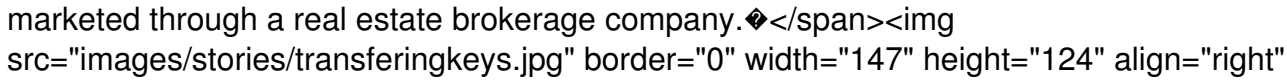


I just received the fall 2008 newsletter from the Virginia Real Estate Board. The front page article, by Carol Clarke, Chairman, discusses how buyer representation has been practiced for twenty years now in Virginia but she remarks that is amazing how many agents hesitate to explain buyer agency to prospective buyers.

What IS Buyer Representation? Clarke elucidates the role of an agent working for their buyer client: The process starts with a buyer consultative interview where the buying process is carefully and completely explained. It is important that full attention [is paid] to the buyer's needs, wants and budget, educating the buyer to the market and to the consultative services (i.e. advice) a buyer representative can provide. It is the buyer representative's obligation to thoroughly search the market for properties that meet the buyer's criteria even those properties, such as For Sale by Owners, that are not listed or marketed through a real estate brokerage company.



If you are a buyer, you deserve equal status and attention as Sellers on the market who have listed their house with a brokerage firm. My no-obligation buyer orientation gives you an overview of the buying process, how I can help in the process, an overview of current market conditions and neighborhoods where I believe you will find what you are looking for in your new house. I explain how hiring your own agent to work for you does not cost you anything out of pocket, and can save you time and money in your search. Contact me when you're ready to talk with an agent who will hold YOUR interests at heart.

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