



## Customer VS Client

Homebuyers should be aware of the difference between being a **Customer** from being a **Client**.

A **Customer** is the homebuyer who goes from Agent to Agent to see houses that suit his/her needs. Realtors (members of the “National Association of Realtors”), owe the “Customer” honesty and “Material Facts”. No negotiations, no opinions, NO REPRESENTATION.

When a homebuyer is looking to get help from a Real Estate Agent or Realtor, It is his/her best interest to sign an **Exclusive Buyer’s Representation Agreement**, thereby changing the homebuyer’s status from a **Customer** to a **Client**.

Now the agent represents the “BUYERS”, Best Interest. He/She now represents the homebuyers and their best interest and owes the homebuyer his/her **Fiduciary Responsibility**. This means that the agent may now share any and all information, negotiate and facilitate, all matters regarding the home purchase while putting the homebuyer’s best interest FIRST.

In the state of Texas, the agent/Realtor may act as “intermediary” between both the home seller and homebuyer, as long as both parties are made aware of the “intermediary status”, prior to the beginning of any negotiations. Both parties to the transaction must also agree in writing. Even in this situation, the agent/Realtor may not disclose either party’s personal information. He/she may only disclose “material facts” regarding the transaction and/or the subject property.

### **Summary:**

There is a clear and definite difference between a “Customer” and a “Client”. It is ALWAYS in the homebuyer’s best interest to be a CLIENT.

### **Note:**

BE VERY CAREFUL WHAT YOU DISCLOSE TO ANY AGENT/REALTOR, PRIOR TO BECOMING A CLIENT, AS IT IS THEIR DUTY TO DISCLOSE THIS INFORMATION TO THE SELLER. There are some situations where “implied” Representation applies so again; it is very important to understand “REPRESENTATION”.

**Most professional “Realtors®”, in most cases, will NEVER ask a client to pay them for their services. Most “Professionals” will however ask you for a “commitment” to work exclusively with them to ensure that they represent your best interest.**

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