

COLDWELL BANKER®

A HomeBuyer's Reference

The Role of The Coldwell Banker Sales Associate

Depending on a client's needs, a real estate associate can play several different roles. They can represent the homebuyer, the seller or work simultaneously for both parties.

To receive the proper support to buy a new home, we strongly recommend working with a Sales Associate. This valuable expert will guide you through the home buying process so you can successfully purchase the home of your dreams. Typically, a Sales Associate will:

- Explain the necessary steps you need to take to purchase a new home
- Provide you with the specific details of properties in advance
- Show you multiple listings to ensure you are informed of the latest opportunities
- Save you time by previewing properties
- Escort you to open houses
- Provide you with a comprehensive guide of all the financial paperwork you need
- Represent you in negotiations
- Provide you with personal service and take care of your individual needs
- Ensure the proper closing procedures take place in a timely fashion

It is important to recognize that a Sales Associate is concerned with representing the homebuyer, presenting the most appropriate offer and, therefore, will ensure your interests are always met.



We never stop moving.™

This brochure is provided for informational purposes only and is not intended, nor shall it be deemed, to provide or offer legal or financial advice or guidance. You should always consult with your own advisor when dealing with any of the information visited herein.

If your property is listed with a real estate broker, please disregard. It is not our intention to solicit the offerings of other real estate brokers. We are happy to work with them and cooperate fully.