



What duties does my seller's agent owe me?

A: As your agent, I owe you a fiduciary duty to act in the highest good faith toward you in marketing your property for sale and locating a buyer to acquire it.

Acting as your agent, I'll locate a buyer for your property by:

- analyzing your property to determine its strengths and weaknesses before listing;
- advising you on the market pressures affecting the sales price;
- gathering as much information about the listed property as necessary to create a marketing package to be handed to prospective buyers, including third-party reports obtained on the property, a property profile, data on the property's operating expenses and any rental income and local information about the surrounding area;
- marketing the property in the multiple listing service (MLS), real estate for sale websites or other publications of information on properties up for sale, putting up "For Sale" signs, distributing fliers, holding open house events, broadcasting the property at pitch sessions and providing prospective buyers and their agents with a complete marketing package of property information;
- communicating with prospective buyers and their agents;
- locating a financially able buyer, ready and willing to purchase the property and negotiating the terms of sale in your best interest; and
- guiding the sales transaction through escrow and closing.