



UNDERSTANDING YOUR BUYER AGENCY AGREEMENT

A Plain-English Guide for Home Buyers



**Buyer Agents represent Buyers.
Listing Agents represent Sellers.
Both have a fiduciary duty to their clients.**



WHO IS ON YOUR SIDE?

When you buy a home, there are two agents involved. It's important to know the difference:

YOUR BUYER'S AGENT	THE LISTING AGENT
Works for YOU	Works for the SELLER
Legally bound to protect your interests	Legally bound to get the best deal for the seller
Keeps your information confidential	May use your information against you
Negotiates FOR you	Negotiates AGAINST you



Keep Your Info Private

Don't share your budget, timeline, or motivation with any agent until you have a signed agency agreement. Until that agreement is in place, your personal information is not legally protected — and it could be used to weaken your negotiating position.



The Disclosure Is Not a Contract

Signing the *Working With Real Estate Agents Disclosure* simply means you received and reviewed it. It does not mean you have hired anyone, committed to an agent, or entered any binding agreement. Don't be confused by the signature line.



You Choose Who Represents You

You are never obligated to work with the first agent you meet or tour a home with. Take the time to find someone you trust. Once you sign a Buyer Agency Agreement, that agent is exclusively and legally committed to representing your best interests.



Buyer's Agent vs. Listing Agent

What's the Difference?

Buyer's agents are legally bound to help buyers, whereas listing agents—the real estate agent representing the home listing—have a fiduciary duty to the home seller.

"That's why it's in your best interest as a buyer to get an agent who is there to represent you," explains Alex Cortez, a REALTOR® with Wailea Village Properties in Hawaii. "Think about it this way: If you were getting sued, would you hire the same attorney as the person suing you? Of course not. You need someone who will diligently fight for your interests and rights."

Let's say, for instance, you walked up to a listing agent at an open house. You might gush about how you love the home and want to buy it but add that your current home has numerous repair issues that need to be addressed first.



The seller's agent could then use this information against you and not advocate your position to the seller in a favorable manner.

Yet, make that same confession to your buyer's agent and this professional will advise you on a strategy and the steps to take to improve your offer position.

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WHAT DOES THE AGREEMENT COVER?

The Buyer Agency Agreement is a straightforward document, but unfamiliar legal language can make it feel intimidating. Here is exactly what each section means in everyday terms — no legalese, no surprises. We walk through every line with you before you sign anything, and we welcome every question you have.

Services Provided

- 1 We help you find and purchase a home. All offers, counteroffers, and negotiations go through us — you always have an advocate at the table.

Buyer Disclosures

- 2 You let us know if you've already signed with another agent or if you're working through a relocation company. Transparency on both sides builds the strongest partnership.

Term of Agreement

- 3 The agreement has a defined start and end date. It ends automatically once your purchase closes — there's no ongoing obligation after the transaction is complete.

How We Get Paid

- 4 In most cases, compensation comes from the seller at closing. The specifics are always discussed transparently before you make any offer. There are no hidden fees and no last-minute surprises.

Compensation Is Negotiable

- 5 Nothing is fixed by law. We believe in full transparency about compensation from day one, and we are always open to an honest conversation about how our fees are structured.

Dual Agency

- 6 If you fall in love with a home listed by our firm, you have clear options — and you are fully in control of that decision. See the next section for a complete breakdown.



What Is Dual Agency & What Are Your Options?

Dual agency occurs when a single real estate firm — or even a single agent — represents both the buyer and the seller in the same transaction. This is a critical concept to understand before you sign. North Carolina law requires you to make an informed, written choice about dual agency, and we take that responsibility seriously. You will initial your specific preference directly on the agreement, and we will never place you in dual agency without your full written consent.

	Option	What It Means	Level of Representation
✗	Say NO to Dual Agency	We only show you homes not listed by our firm — your representation stays 100% exclusive at all times.	Full — No Conflict
✓	Designated Dual Agency	Same firm, but different agents represent you and the seller — each agent remains loyal solely to their own client.	Strong — Each Agent Loyal to Their Client
⚠	Allow Dual Agency (Same Agent)	One agent represents both buyer and seller in the same transaction — loyalty and confidentiality are inherently divided.	Limited — Loyalty Is Divided

 You will initial your choice directly on the agreement. We will never put you in a dual agency situation without your explicit written consent and a clear explanation of what that means for your representation.



Upon signing the Buyer Broker Agreement, the Buyer Agent commits to delivering a comprehensive range of services. Below are key responsibilities that an experienced buyer's agent will handle throughout the entire home-buying process, from start to finish:

Searching for the Right Neighborhood / Community

- Outline the key steps involved in finding and purchasing the perfect home.
- Identify and assess the buyer's preferences and specific needs for a community or neighborhood.
- Explore different home loan options, explaining their requirements and suitability.
- Explain the importance of credit ratings and their impact on securing favorable mortgage terms.
- Discuss how broader economic factors influence the home-buying process.
- Provide updates on current trends in the local real estate market.
- Provide a detailed list of documents needed for a home loan application.

Getting Your Finances in Order

- Formulate strategies for making an offer.
- Examine trends in property values.
- Provide counsel on the timing of the market.
- Discuss how market conditions affect home buying.
- Offer guidance on crafting competitive offers.
- Share best practices for comparing mortgage lenders.
- Discuss the effects of interest rates on home buying.

Searching for Homes

- Conduct searches for homes on the market.
- Provide listing alerts for homes that match client criteria (download ETTA APP)
- Arrange property viewings for the buyer.
- Analyze and review current market data with client(s)
- Assess the potential for renovations on properties of interest
- Estimate the future resale value of homes.
- When necessary, provide HOA documents and guidelines prior to making an offer

- Gain access to listings not available to the general public (Zenlist)
- Review local schools and community amenities.

New Construction

- Identify and advise land for building
- Recommend and review builders and builder Models
- Review and discuss cost associated with ARC requirements
- Support, advocate and advise client during builder meetings
- Review and advise client with builder contracts and requirements
- Monitor the construction process in a timely manner
- Attend Builder / Client meetings as permitted and necessary
- Attend Pre-Closing Walk-Thru and assist with preparation of "punch list" items
- Monitor and confirm completion of punch list items
- Attend Final Walk Thru

Preparing the Offer

- Provide and review a property report & comparables to subject property
- Provide and review a market report specific to the neighborhood
- Discuss and recommend terms of the offer to compete in current market conditions.
- Negotiate for home warranties if applicable.
- Provide advice on amount of Earnest & Due-diligence to be deposited
- Provide Lender Recommendations
- Provide Attorney Recommendations
- Create and submit initial Offer to Purchase Documents



Going Under Contract

- Advise and prepare strategies for bidding wars or multiple offers (if applicable)
- Submit an offer and confirm that it has been received by the seller.
- Negotiate counter offer terms on behalf of the the Buyer
- Manage counter-offers and negotiations
- Manage and account for all deposits
- Review and discuss disclosures and items of personal property included in the sale
- Provide Final contracts to lenders, attorneys and all affiliated parties necessary to complete the sale.

Conducting Inspections & Settlement Preparation

- Organize home inspections and interpret their results.
- Arrange for pest inspections as needed.
- Clarify the implications of seller disclosures.
- Order home warranties if applicable.
- Keep track of contingency clauses in the contract.
- If applicable, set up septic system inspections.
- Arrange and coordinate any additional inspections based on home inspection discovery
- Submit any repair request and negotiate any seller credits necessary.
- Provide and Review HOA documents and requirements.
- Work with appraiser to confirm property value.
- Manage & Liaise with Lenders, Attorneys and all other affiliated parties to facilitate a timely closing.

Pre-closing

- Provide resources for those relocating to a new area.
- Provide list of utility providers
- Offer a moving checklist to assist with the transition.
- Review and discuss the timing of moving day
- Inspect and confirm repair requests are complete
- Confirm seller vacancy date, cleaning, and condition of home

Closing

- Examine closing documents for accuracy.
- Confirm that all closing documents are complete.
- Help prepare for the final walkthrough of the property.
- Attend the closing meeting with the buyer.
- Review settlement statement with client to confirm accuracy and understanding
- Follow up on the final approval of the home loan.
- Address any last-minute concerns during closing.

Post-Closing Support

- Recommend Service Providers for home maintenance and repairs
- Offer assistance and advice on Where to go, what to do, how to find....
- Be a friendly neighbor 😊 🤗 🙌 🌞

Buyer understands that compensation to the Broker is dependent upon a successful relationship with the Broker and Agent, and the Broker defers receipt of payment until a successful transaction has occurred.



HOW WE GET PAID — NO SURPRISES

One of the biggest misconceptions buyers have is that hiring a Buyer's Agent will cost them money out of pocket. In the vast majority of transactions, that is simply not the case. Our compensation model is built around one principle: our success is completely tied to yours. We only get paid when you successfully close on a home you love.



Usually No Out-of-Pocket Cost

In most cases, you pay nothing directly — we seek compensation from the seller at closing. This is standard practice in residential real estate transactions across North Carolina.



If the Seller Doesn't Cover It

If a seller declines to cover our fee, we will discuss the specific compensation amount with you **before** you make any offer — never after. You will always know the numbers before you commit.



Fully Negotiable

Compensation is never set by law or fixed by any governing body. We are transparent about our fees from day one and are always open to a straightforward conversation about how we work together.



We Only Win When You Win

We are paid only upon a successful closing. This means our incentives are perfectly aligned with yours — we are motivated to find you the right home at the best possible price and terms, every single time.



Our Promise to You

When you work with Creekmore Realty Group, you're not just hiring an agent — you're gaining a dedicated advocate who is legally, ethically, and personally committed to your success. From the moment you sign your Buyer Agency Agreement to the day you receive your keys and beyond, here is exactly what you can expect from us.



Clear Communication

You are informed at every step of the process. We explain what's happening, why it matters, and what your options are — in plain English, every time. No surprises, ever.



Strategic Pricing Advice

We run detailed comparables on every property you're serious about so you have the data to make confident offers. You will never overpay because you didn't know the market.



Access to All Listings

MLS-listed properties, off-market opportunities, new construction, and exclusive properties — we cast the widest possible net to find your ideal home at the right price.



Strong Negotiation

We fight for your best price, favorable terms, necessary repairs, and meaningful credits. Your interests are the only interests we represent at the negotiating table.



Full Representation Start to Finish

From your first search through closing day and into your new neighborhood, we are with you. Our relationship doesn't end at the settlement table — it's just the beginning.