

Advantages of Having an Exclusive Broker

An exclusive relationship with your representative ensures advocacy by cementing the obligation between tenant/buyer and agent. The exchange of information throughout the process allows the agent to develop greater insight into a tenant/buyer's perspective.

Exclusivity enables an agent to invest the time required to understand a tenant's needs and investigate every opportunity. Without the guarantee of an exclusive relationship, no true professional can justify the time and dedication of representation.

A real estate agent without an exclusive agreement has a vested interest selling you only the properties he has submitted. This hit-or-miss tactic will leave you constantly uncertain about the availability of other options as well as the motivation of the representative. Concisely, hiring everyone to be your representative means hiring no one.

With one trusted representative, you move through a comprehensive process, receiving the most accurate set of facts. An exclusive agent will guarantee that information received from many parties is interpreted objectively. Your exclusive representative will help you sift facts from subjective data and fill in the blanks when things are conveniently omitted. With all information placed on common ground, your firm will have an equitable basis for comparing options and making decisions.

An exclusive agent saves you time. Once an exclusive agent is informed of your priorities and needs, it becomes his responsibility to handle calls, schedule tours and keep the process moving with your best interests in mind. If you attempt to work with many brokers, you add the confusion of categorizing each broker's submissions. You can also lose time trying to keep numerous agents abreast of changes.

Practically speaking, an exclusive agent gives you credibility in the marketplace. Landlords, sellers and developers tend to avoid tenants and buyers with numerous brokerage claims. Owners and other representatives expose themselves to potential conflict when a tenant/buyer is introduced to the same property by multiple agents. If the tenant/buyer is a serious shopper in the real estate market, an exclusive broker will always strengthen his position.