

Customer



vs Client

Customer

Pays for a product with an immediate money transaction.

Examples include:

- A car
- Food (grocery store, restaurant, bakery)
- Clothing
- Furniture
- Gasoline
- Entertainment such as Netflix, live show, movie

Client

Buys a personalized and highly professional service. This business relationship has clearly defined responsibilities between parties.

Examples of Client Purchases:

- Attorney
- Accountant
- Insurance Agency
- Graphic designer
- Financial planner
- Real Estate Professional



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