



Buyer Beware: Watch What You Click When Shopping for a Home!

By Fran Flanagan | Flanagan Jones Group

Buyer's agents usually reach out to Listing agents to make appointments to see listed properties. Sometimes, the buyer reaches out to tour a home directly through a third-party site or app. On those property descriptions, there often is an icon with an agent's name and a small photo of that agent. The buyer is asked if they would like to make an appointment to see the property and they click that button – and then all of a sudden, this third-party agent is "representing" them. The buyer thinks they are just going to see a house they are interested in....



LITTLE DID THEY KNOW!
What buyers don't realize is that these agents are usually not the listing agent, have not seen the property and cannot answer basic questions about it. Often, they are agents who pay these services or are salaried by these

third-party companies to get the leads that come from buyers clicking on appointment requests. What should be concerning to a buyer is the lack of transparency.

As listing agents, we welcome strong buyer's agents. In addition to neighborhood and pricing information, there's a tremendous

level of expertise needed to execute a proper offer, and to navigate the world of counter offers. It saddens us to see qualified buyers losing out on opportunities because of the agent that they are using.

The most important thing you as a buyer can do is to carefully vet your selection. Here are three questions to ask:

1. Can you provide us with comps of recent sales for the property we are going to visit?
2. Can you provide us with your recent sales in the neighborhood?
3. Can you provide us with the names and contact information of two or three past clients so that we can check you out?

Buyer representation is an important topic today. Don't throw away your choice for the best representation by unsuspectingly clicking on an icon.

The climate of the real estate market is changing at a faster rate than ever, increasing the importance of having the proper representation. Knowledge, integrity and commitment are the three key traits that your agent should hold to get you through a seamless transaction process. And remember, the difference between a stressful sale and a successful one starts with an agent you can trust.

Two generations of Palisades Specialists

www.PacificPalisadesExperts.com

With 50+ years of sales in the Palisades, Flanagan Jones Group is prepared to help you navigate the 2024 real estate market.

Work With a Team
Who Will Do More Than
Just Sell Your Home.

The difference between a successful sale and a stressful one starts with agents you can trust.

Fran Flanagan + Liz Jones

Fran Flanagan

310.801.9805

fran@flanaganjones.com

DRE 00413825

Liz Jones

310.780.1473

liz@flanaganjones.com

DRE 02096223



FLANAGAN JONES
GROUP

COMPASS

Compass is a real estate broker licensed by the State of California and abides by Equal Housing Opportunity laws. License Number 01991628. All material presented herein is intended for informational purposes only and is compiled from sources deemed reliable but has not been verified. Changes in price, condition, sale or withdrawal may be made without notice. No statement is made as to accuracy of any description. All measurements and square footage are approximate. License Number 01991628, 01507239, 1527165.