

In the Market for Buying a Home? The National Association of Exclusive Buyer Agents (NAEBA) Stresses Importance of Turning to a Real Estate Professional that Strictly Represent...You

-Working With An Exclusive Buyer's Agent Translates Into A Hassle-Free, Time And Money-Saving Experience-

PRINCETON, NJ - March 24, 2004 - Spring is in the air. Green is coming up everywhere. But if you're one of the approximately seven million people in the United States currently in the market for buying a home this year, you may be seeing red. Endless frustrations about the time you are spending with a broker who seems to be more concerned with the seller's time and money than yours can make your home-buying experience less than enjoyable.

The National Association of Exclusive Buyer Agents (NAEBA), the largest non-profit organization of real estate professionals dedicated to representing the buyer only, recommends that consumers strongly consider dealing with a real estate representative that works to protect the interests of the home buyers, ultimately saving them time and money.

"Times have improved for homebuyers," says Andrew Show, NAEBA president. Show explains that in the past, consumers often worked with a dual or designated agent, an agent that sort of represented both the buyer and the seller. "Because NAEBA Members only represent buyers and because exclusive buyer agents do not have in-house or company listings, a seller is always unaware of the price buyers are willing to spend during the negotiation process, bringing the advantage back to the buyer and the buyer's wallet," adds Mr. Show. "For this reason alone, it is very common to save thousands of dollars during the critical negotiation process."

Additionally, Show explains that many buyers are unaware of seller's incentives that are not advertised and may actually include, in part, trips, bonuses and cash perks above the commission to real estate agents.

"A listing agent or builder often provides incentives for other agents in the form of bonuses like trips and cash," says Mr. Show. "But NAEBA Members inform their buyer-clients and legally give such proceeds back to the buyer or take it off of the purchase price. After all, ultimately the buyer is paying for it in the purchase price. Overall, buyers receive unbiased advice and counsel about their potential home purchase for no extra fee."

The importance of turning to an exclusive buyer agent is even reinforced in the American Association of Retired Persons & Consumer Federation of America's home buying brochure. It states that buyer's should interview at least one buyer agent "that works exclusively with buyers."

"There are real estate professionals in your neck of the woods who work exclusively for the buyer," says Mr. Show. "Your hassle-free home buying experience begins with the click of a mouse. The NAEBA website, www.naeba.org, easily allows the buyer to find an exclusive buyer agent near them. At no charge and with no obligation, the buyer just fills some home location preferences and some brief contact information. Within one day, a NAEBA representative is in touch with the buyer, ready to ease them through an otherwise time-consuming process." Instead of placing numerous phone calls and/or waiting for call-backs from dual agents, naeba.org gets you on the safe and fast track to getting you the home you deserve at the cost that saves you the most.

"Using an exclusive buyer agent ensures that you, the buyer, are getting the full attention and benefits you deserve," says Show. "Why would you go anywhere else?"

For more information about NAEBA visit www.naeba.org.