

Why should you work with an Accredited Buyer's Representative when you're looking to buy your home?

The answer is really quite simple.

When you work with an ABR®-designated real estate professional, your interests as a buyer become the interests of your ABR®. That's your ABR®'s business: working with buyer-clients like you to help make the home-buying experience as go as smoothly as possible.

Your ABR® can help you:

- Define what you want and need in a home
- Learn about important neighborhood resources and market information
- Find the home that best meets your wants and needs
- Formulate your offer
- Develop your negotiation strategy
- Keep track of all the details throughout the entire transaction—to closing and beyond



When looking to buy a new home, first look for an Accredited Buyer's Representative.

Real estate professionals who earned the ABR® Designation have taken special training that focuses on you, the homebuyer, to help guide you successfully through what could be the most complicated transaction in your life.

The ABR® designation is awarded by the Real Estate Buyer's Agent Council (REBAC), and is the only designation of its type recognized by the National Association of REALTORS®. Established in 1988 and now numbering more than 50,000 members, REBAC is the world's largest organization of real estate professionals specializing in buyer representation.

