

A Few Words About Fiduciary Relationships

The type of relationship formed between a Sales Associate and his or her client (whether buyer or seller) is called *a fiduciary relationship*. A fiduciary relationship is one based on trust because the Sales Associate owes the following duties to the client:

- *Loyalty* As your Seller's Agent, I'm obligated to put your interests ahead of the buyer's at all times. In return, you authorize me as your exclusive representative in your efforts.
- *Diligence* I promise to work hard on your behalf. You get my best efforts - 100% of the time.
- *Confidentiality* I will never divulge your negotiation strategies or financial secrets to a buyer or buyer's agent without your express written permission. Nor will I take advantage of that knowledge to benefit myself in any way.
- *Reasonable Care* I will take care to pay close attention to all the details of your transaction. Only by doing so can I assure you a smooth, stress free home-selling process.
- *Obedience* I promise to faithfully carry out all of your lawful instructions to me at all times, whether or not I agree with them.
- *Disclosure* I will inform you of any condition or circumstance that in my professional opinion could negatively affect the transaction.
- *Accounting* I promise to protect your assets to the best of my ability.