

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 Buyer's Agent, I'm obligated to put your interests ahead of the seller's at all times. In return, you authorize me as your exclusive representative in your home-hunting and home-purchasing 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 seller or seller'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, stressfree home-buying 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 your future enjoyment of your prospective new home. Examples of this include poor location, environmental risk factors or a home that is significantly overpriced for the market.
- *Accounting* I promise to protect your assets, including your earnest money, to the best of my ability.