????? Listen to the audio and complete the words:

Client (F): Thanks for _____ back to me, Mr. Fields. I'm really having _____selling my house.
Agent (M): You're _____ listing it on your own?
Client: Right. I thought I could do it _____. But finding the right _____ is hard!
Agent: Yeah, it really helps to have an _____ representing you.
Client: So, what will you do, _____?
Agent: For one, I'll _____ buyers for you.
Client: Ah, so you'll make sure they can _____ to buy.
Agent: Precisely. That way, you only _____with serious potential buyers.
Client: That's great. And then you _____a deal, right?
Agent: Right. Let's talk more about your _____ for those negotiations.

Read the text **and choose the right answer:**

Who Is a Customer?

Marcie sees a sign advertising a house for sale. She calls the real estate agency that's marketing the property. Marcie speaks with Drew, a salesperson. Marcie tells Drew that she is not working with a real estate agent and schedules an appointment to tour the property. Marcie is now Drew's customer.

A **customer** is someone who is making a buying decision. A **buying decision** is the process of evaluating the benefits of making a purchase. Buying decisions in real estate can include asking questions, researching, and comparing various properties for sale. In our example, Marcie became Drew's customer because she contacted him to help her in making a buying decision.

When a licensed real estate salesperson or broker has initial contact with a potential buyer or seller, that person is a customer. Although there is no agency relationship with a customer, salespersons and brokers are required by real estate licensing laws to follow certain guidelines when serving customers, including:

- Salespersons must disclose to the customer who they are representing in a real estate transaction.
- Salespersons must provide customers with required notices and disclosures.
- Customers are not entitled to representation. A salesperson or broker cannot make any decisions, no matter how beneficial they may be, on behalf of a customer.

Representation Options

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During the appointment, Drew provides Marcie with a Consumer Notice. Drew is licensed in Pennsylvania, and is required by his state's licensing laws to provide potential buyers and sellers with this notice. It informs a customer (also referred to as a consumer) about the various types of representation that can be provided to them. **Representation** is the authority to handle a legally binding matter on behalf of another person. In real estate, the types of representation include:

- **Buyer's agents**: Represent only the buyer in a real estate transaction.
- **Selling agents**: Represent only the seller in a real estate transaction.
- **Dual agents**: Represent the buyer and seller in the same real estate transaction.

Who Is a Client?

Representation is only available to a client. A **client** has a contractual relationship with an agent. An **agent** represents a client in a legal transaction, such as the purchase of a home. That is why real estate salespersons and brokers are commonly referred to as 'agents'.

Quiz & Worksheet - Real Estate Clients vs. Customers

1. A customer becomes a client when:

- The agent discloses that they sell real estate
- They walk into a real estate office
- They sign an agreement with a salesperson or broker to represent them
- They sign an agreement of sale

2. A client is:

- A customer making a buying decision
- An agency representative
- Considered a customer until they have purchased a property
- Represented by a real estate salesperson or broker

3. An agent that represents both a buyer and seller in a real estate transaction is called:

- A buyer's agent
- A transaction agent
- A dual agent
- A seller's agent

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