



## For Buyers

*Imagine . . .*

- Calling a real estate office and connecting with an agent who tells you not only about the property you're calling on but three others that are similar and close by . . .
- Being offered great free tools that make your home search easier . . .
- Taking advantage of an opportunity to spend a few minutes with a knowledgeable professional to develop a real estate plan, not just for your next house but for the rest of your life . . .
- Working in partnership with a local expert to find the perfect house at the right price with the best financing .

It happens every day at Help-U-Sell.

That's because our Buyers' Agents begin their careers in a comprehensive, activity-driven training program, 'Science to Sales.' It's been hailed by industry experts as the finest Buyers' Agent training program in the industry and, after a few intense weeks, produces agents who know more about the local market, financing and contracts than many agents with years in the business.

Help-U-Sell Science to Sales trained Buyers' Agents are absolutely clear about the great value they bring to the transactions on which they work and their buyer clients perceive this value from the very first interaction. And isn't that what sales is all about? It's not about getting people to do things they don't want to do. We think it's about being so valuable in the transaction that they can't imagine proceeding without you!

Working with a Help-U-Sell Buyers' Agent is different. That's because your agent is focused *only* on the buyers' side of the transaction. They are not chasing down a new listing or trying to meet an advertising deadline or holding an open house. Those activities are handled by other people in the office. Our Buyers' Agents are just that: Buyers' Agents, focused on and dedicated to home buyers and their unique issues. It's the kind of help you've always dreamed about.

Often, in addition to the 'normal' financing routes many agents know, there are special programs available through local municipalities, State governments and non-profit groups. Sometimes these programs can mean lower down payments, lower interest rates and even reduced purchase prices. Unfortunately, because these programs are unusual and don't flow through normal mortgage lending channels, many agents know nothing about them. At Help-U-Sell we pride ourselves in knowing every possible avenue to purchase available in our local markets and bringing them into play whenever possible.

Not only will your Help-U-Sell Buyers' Agent have access to all the homes on the market, regardless of which broker has the listing, they will also have access to some listings only available to Help-U-Sell agents. Often these are listings where the seller is saving significantly on sales commissions and is therefore in a better position to negotiate.

Isn't it time you got some benefit, some value from the agent working through your transaction? Isn't it time you felt comfortable and confident you are getting the best help possible in your home purchase project? If so, it's time you called Help-U-Sell!