



Buyer Representation

In Georgia, it is now the normal business practice for buyers to have their own agents representing them in transacting real estate. In years past, the agent representing the seller also assisted the buyer, but now buyers realize the value in having an expert advise them through this important process and transaction. I take Buyer Representation very seriously -- and it is one of the most gratifying aspects of my job.

I help intelligent and successful people make good business decisions.

I am the type of agent that will more likely encourage you *not* to buy something than *sell you*. While my clients typically focus on the lifestyle aspects and monthly costs of a home purchase, I help them understand the long-term financial aspects (potential appreciation, risk, etc.) of each situation.

In Atlanta, since houses trade on average every six years, buyers are ever more conscious of short-term *and* long-term appreciation.

I help my buyers see light renovation (or reface) potential as well as other factors that may lead to a higher probably of double-digit short-term appreciation. As infill new construction becomes more prevalent, I help my buyers assess the current and future land value and stress the importance of those factors in their decision making.

Buyer representation is often most valuable during when purchasing new construction where the risk can be higher. I go beyond typical agents and assist my clients in every step from design review, builder meetings, change orders, walk throughs, and warranty milestones. New construction contracts are often different from standard contracts and are usually drafted to protect the builder. My extensive business law experience and new construction expertise are of immense value to my new construction buyers.

Above all, my Buyers know that they can trust me and that I am most concerned with their best interests and forming a long term relationship.

The quality of any product or service is what the customer says it is.

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