



# What Do Buyers Really Think About Agents?

Bright MLS gathered in-depth insights from a group of recent homebuyers and renters to find out more about their perceptions and expectations of the homebuying process and the agent's role in it. Here are a few key takeaways.

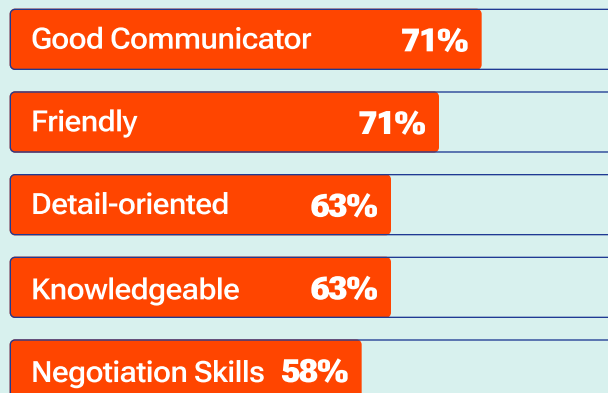
## Homebuyers think it's important to have an agent on their side...

But many agents struggle to effectively communicate their value. Understanding what services matter most to buyers makes it easier to highlight all the ways you can help them navigate their homebuying journey.



## How Do You Measure Up?

*Top 5 Characteristics Associated with a Real Estate Agent or Broker*



## Top 3 most valued services you provide

1. Scheduling and coordinating home tours
2. Acting as an intermediary on their behalf
3. Ensuring repairs are identified and completed

### Also of value

- Evaluating potential homes
- Negotiating fair prices
- Handling paperwork
- Guiding buyers through the process