

Why a Buyer's Agent Matters

Understanding the value that goes far beyond finding, comparing, assessing and negotiating.



Russ
Lyon

Sotheby's
INTERNATIONAL REALTY

Nothing Compares
to Powerful Partnerships.



The Heritage Behind Our Buyers

At Russ Lyon Sotheby's International Realty, we are proud to be aligned with the most prestigious auction house in the world — Sotheby's, founded in 1744 — and to be the authority today when it comes to buying and selling exceptional properties.

The brand.

Sotheby's is that rare brand that instantly evokes quality, extraordinary service and an appreciation of exceptionally valuable things. This allows us to attract individuals — clients, advisors, staff — who share our brand vision and passion for excellence.

The benefits.

By choosing Russ Lyon Sotheby's International Realty, you are aligning yourself with one of the world's most powerful and recognizable names in luxury — one known for outstanding service. Our famous style, integrity and transparency are the icing on the cake. The sellers and listing agents will appreciate that your advisor is an experienced professional who knows what they're doing and who will be responsive and navigate the transaction successfully.

The track record.

Since 1947 and counting, Russ Lyon Sotheby's International Realty has earned its impressive reputation every day - by closing exceptional sales and by providing famously excellent service to its clients. Its nearly 900+ global real estate advisors, together, have achieved multiple consecutive years of multibillion-dollar total sales, proudly ranking us as a top Sotheby's International Realty affiliate - and the No. 1 luxury brokerage in Arizona time and time again.

The 10 essential advantages of buyer representation

As your Global Real Estate Advisor, I have insider expertise and experience to help you successfully and seamlessly navigate your next real estate transaction. Here are the 10 key advantages of working with a Sotheby's International Realty Global Real Estate Advisor to purchase your next home:

1 Deep knowledge & access

My expertise and continuous education provide you with comprehensive insights into the local market, including pricing trends, desirable neighborhoods and buyer and seller preferences. This empowers you to make informed decisions and ensures you have priority access to all available listings.

2 Negotiation & confidentiality

As an experienced advisor, I have negotiation skills refined through numerous and complex transactions. I will craft a purchase strategy and prepare and negotiate the offer on your behalf, to help you avoid overpaying and to obtain the best possible terms.

3 Vast network

I have access to local and global networks of industry professionals, including inspectors, mortgage brokers and other real estate advisors, to expedite processes and unearth opportunities, ensuring a seamless experience for you.

4 Contract navigation

I am well-versed in the complexities surrounding the legal paperwork involved in real estate transactions and can help you navigate disclosures and reports, helping you avoid mistakes.

5

Problem-solving

I have a proven track record of overcoming hurdles and I am equipped to tackle any obstacles that may arise, ensuring a smooth and successful outcome.

6

Time-saving

I handle all the behind-the-scenes work, from property research to paperwork, streamlining the process and saving you valuable time.

7

Trusted counsel

Buying a home can be emotionally charged. I serve as a confidential advisor and fiduciary, ensuring that emotions don't cloud judgment or derail a transaction.

8

Future guidance

After a transaction is complete, consider me a trusted resource who is always available to offer advice on home improvements, market trends, selling your home when you are ready and much more.

9

Risk mitigation

Mistakes in real estate can be costly. With my experience, I can help you make the right investment. I expertly analyze a home's pros, cons and future desirability, given several factors.

10

Wealth-building

A home is one of the most significant purchases you will make. Like a financial advisor, my knowledge and advice can help protect your investment and maximize possible future gains.

The Journey of Purchasing a Home







How Compensation Works

Russ Lyon Sotheby's International Realty and I are compensated on a compensation basis. Your buyer's agreement details the advisory fees, which may vary depending on the property you purchase. Depending on what the seller is offering for the buyer's broker compensation, the seller may pay the full compensation or you, as the buyer, may be responsible for some or all of it. You and I will agree in your buyer's agreement what fair compensation is for me.

Seller-paid brokerage compensation

- The seller has offered to pay a compensation to the buyer's advisor.
- The seller offers a portion of the compensation you have agreed to in the buyer's agreement.
 - This would require you to pay any portion of our compensation not paid by the seller, unless you condition your purchase offer on the seller paying all of your compensation obligation to us and the seller accepts such an offer.

Refining Property Search Criteria

- The seller has not offered to pay a compensation to the buyer's advisor.
- Or, the seller is offering less compensation than the compensation agreed upon in your buyer's agreement. You will be responsible for any or all compensation not covered by the seller, at closing.

Our Commitment *to You*

At Russ Lyon Sotheby's International Realty, our team has an in-depth understanding of the intricacies involved in purchasing a home, offering services tailored to your preferences. In our advisory relationships, our objective remains crystal-clear: to leverage our extensive resources and decades of experience to provide you with the knowledge and confidence necessary to seamlessly navigate your next home purchase.

Our pledge to you:

- We will be dedicated to understanding your individual needs in the pursuit of your next home. We commit to being your guide and confidant throughout the journey.
- We assure completely transparent communication, empowering you to make well-informed decisions.
- We promise to navigate the complexities of the real estate market on your behalf, utilizing our expertise to secure the most favorable terms for your home purchase.
- We pledge to always uphold the highest standards of professionalism and ethics. Your trust is paramount to us. Trust is the very foundation of our decades-long legacy and success.





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