



*The beginning to creating the perfect buyer  
experience ... with you in mind.*



Dear potential purchaser:

I would like to welcome you to my initial buyer information package, and at the same time provide you with the reasoning behind such an elaborate document and accompanying questionnaire.

I have been in the Prince Edward Island Real Estate business since 1997, and since the start I was never very impressed how the whole buyer-agent process and how the relationship was developed and was subsequently handled. In my experience, there was no level of trust between the parties, there was no understanding or clarity of the potential buyer's needs and expectations, and inversely no level of trust and understanding from the agent's perspective as a result of questions that have never been asked and answered. If the agent cannot trust the client, and the buyer cannot trust the agent, then the result is a mediocre result. One of my favorite books is; *"The speed of Trust"* by Covey. I believe in a transparent, no hidden agendas, honest, ethical, win-win relationship with my clients. Without this, the agent is working on the premise that there may or may not be win-win situation at the end of the day, and therefore does not provide the level of service that the client deserves, and expects.

By being clear on what my job as an agent is, and what your position is as a potential buyer, will allow us to understand each other's perspectives, and work more effectively together to find you exactly what you are looking for.

Additionally, this document will determine if our agendas are compatible, and a win-win can be achieved. I sincerely thank you for your valuable time. Shall we begin?

**Michael Poczynek, CRS, MCNE, CNE, ABR, CIAS, CDPE, SRES, ePro, RECS**

Century 21 Northumberland (1987) Ltd. | Commercial & Residential REALTOR®, Developer, Photographer & Videographer.  
Producer of the PEI Real Estate Super Channel - Your HIGH DEFINITION Real Estate Agent.  
*Marketing your property socially and globally®.*

**Michael's Charity Promise Form**

Before we do anything, let's take a moment to do the most important part of any real estate transaction: giving back to the community. Michael Poczynek from Century 21 Northumberland will donate a portion of all his Real Estate commissions to a Prince Edward Island Charity of your choice. In addition to this, Michael will continue to sponsor a double-kennel at his favorite PEI Charity; The Charlottetown Humane Society. Please select your favorite PEI Charity from below:



Your choice (enter it here):

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Dear Century 21 Customer:

The CENTURY 21 system in Canada has exclusivity to AIR MILES travel miles for real estate transactions completed through its franchised offices. This means no other real estate company can offer you this valuable REWARDS PROGRAM!!

When you BUY or SELL a home through our office, you are rewarded 2 AIR MILES travel miles for every \$1,000.00 of real estate volume transacted (to a maximum of 1500 air miles). For example, if we sell your home for \$150,000 you will earn 300 FREE AIR MILES, paid by the sales representative and given to you as a gift for doing business upon closing your transaction.

AIR MILES #: \_\_\_\_\_

NAME of CARDHOLDER: \_\_\_\_\_

My sales representative has explained all conditions as they apply to receiving AIR MILES travel miles. I understand and agree that AIR MILES travel miles will be credited upon closing of the transaction. Please allow time for processing through AIR MILES office.

- I accept the above conditions as advised
- I am not an AIR MILES collector and do not wish to take advantage of this offer.

SIGNATURE: \_\_\_\_\_



The Local Experts™



### **What is a Buyer Agent?**

You're driving through Prince Edward Island or surfing the Internet when you see an incredible home for sale. Eager to look inside, you call the real estate agent on the sign or listed on the web...**WAIT.** The real estate agent affiliated with the listing is working for the seller. Whenever real estate agents list a property, they pledge confidentiality and loyalty to the seller. Although they are ethically bound to deal honestly and fairly with you, it's their job to act on seller's best interests... not yours.

Even if they don't advertise the fact, most real estate agents work for sellers; representing the seller's interest, not yours; and negotiating real estate sales with advantageous terms for sellers. If you want to buy real estate in PEI, Canada, how can you be sure your real estate agent is acting with your best interests in mind? Let us introduce you to The Accredited Buyer's Representative (ABR®)...

Benefits of Accredited Buyer's Representative (ABR®)

#### **1. 100% Allegiance.**

ABR®'s, who work solely for buyers, have 100% allegiance and dedication to you, the buyer, from the onset of the relationship through the closing.

It's our mission to represent the best interests of the buyer, which means we are exclusively focused on you, the buyer, from initial search and evaluation of properties to your closing on your dream home or investment. Accredited Buyer's Representatives (ABR®), also referred to as Buyer Representatives or Buyer Brokers are consumer advocates who always represent the best interests of the buyer in Prince Edward Island Real Estate. As Exclusive Buyer Agents for PEI Real Estate, we're on your side 100%, every step of the way. Read why experts agree that Buyers Agents are the best choice!



## **2. Free and Specialized Service.**

ABRs, who represent only 1% of all real estate agents nationwide, are true specialists in the buying process, and in Prince Edward Island, our service is free to buyers.

In the past, all real estate agents represented sellers, and home buyers had to fend for themselves. Today, some real estate agents, such as Michael Poczynek (ABR®) at Century 21 Northumberland Realty, have offered a service to advocate solely for buyers, giving buyers a chance to have their own professional and highly skilled representation. Michael Poczynek is the only ABR® credentialed agent in PEI. Michael also has the prestigious CNE® (Certified Negotiating Expert) and MCNE® designations (Master Certified Negotiating Expert).

## **3. No Conflict of Interest.**

ABRs, who never work with sellers, never have a conflict of interest between you and a seller.

When you work with traditional real estate agents, you run the risk that they might also be representing the seller, leading to conflict of interest which most likely won't benefit you, the buyer. Meanwhile, Michael spends his days focused exclusively on the needs, objectives, and issues of buyers.

## **4. Searches Tailored to You.**

ABRs, will show you any listing from any seller with complete candor - including MLS listings from any company any broker, For Sale by Owner, REO / bank-owned, and foreclosures.

While traditional agents might be tempted to steer you toward a specific home or listing that belongs to one of their sellers or company, we never face that conundrum, and only show you properties that are ideal for you. Since we are constantly reviewing all the real estate listings available (from companies, individuals and organizations), we know the real estate market better than most.

## **5. Candid Property Evaluations.**

ABRs, who assist buyers in property evaluations, can be completely candid about any property, making it their job to point out negatives as well as positives to help you make a fully informed decision.

When we take pictures or produce a video of a property to show you, we don't Photoshop them for you. We want you to see the Good, the Bad, and the Ugly of every property -- so you won't have any surprises later.

## **6. Buyer Negotiation.**

ABRs, who only represent the buyer's side in real estate transactions, are especially trained and skilled in negotiating the best contract, terms and price for you, the buyer.

As a Prince Edward Island Buyers Agent, I always work to get the best price and terms for you, the buyer, not for the seller. This may not be true of traditional agents who represent both buyers and sellers.

## **7. Highest Quality Service.**

Perhaps most importantly, ABRs give today's home buying consumers the high quality of service, advocacy, and information that you truly deserve. Read more below about our services here at Century 21 Northumberland Realty.

## **Our Service**

At Century 21 Northumberland Realty, we're experts on the home buying process, and we're ready to walk you through the process, step by step. We save time for you, when possible, by previewing homes for sale. We do all your legwork, searching the PEI MLS; researching a property's history, the tax and insurance estimates; exploring the surrounding neighborhood; and inspecting related issues that may affect your purchase. If you are buying a home or real estate investment in PEI, Canada, we will help you structure your offer and we will present your offer to the seller on your behalf. Every step of the way, we work closely with you to negotiate the terms of the contract, set-up inspections, assist in the procurement of loans and financial assistance - from initial property searches to closing on your new property.

### **True Prince Edward Island Real Estate Expertise**

The nature of our business dictates that we constantly review PEI real estate - a LOT of Prince Edward Island real estate - gated communities, golf communities, condominiums, luxury estates, townhouses, and more - in all areas of PEI, Canada. So when you tell us what type of property you are seeking, we have the best resources and advanced technology to target your requirements. We are extremely familiar with the neighborhoods, schools, beaches and amenities of Summerside, Charlottetown, all of PEI, and since we spend our days previewing and reviewing new property listings, home price reductions, and PEI real estate news, we are more than ready to lead you to the property of your dreams on the Atlantic Coast of Canada.

When purchasing real estate in Summerside, Charlottetown, or anywhere in PEI, you will be doing yourself a favor by working with an exclusive buyer agent from a local Accredited Buyer's Representative (ABR®).

The Accredited Buyer's Representative (ABR®) designation is the benchmark of excellence in buyer representation. This coveted designation is awarded by the Real Estate Buyer's Agent Council (REBAC), an affiliate of the National Association of REALTORS®, to real estate practitioners who meet the specified educational and practical experience criteria.

**BUYER INTAKE FORM**

*Office use only*

Date: \_\_\_\_\_ Lead source: \_\_\_\_\_

Assigned to: \_\_\_\_\_

Referral fee?  Y To whom? \_\_\_\_\_ % \_\_\_\_\_ Phone: \_\_\_\_\_

Initial Buyer's Consult: Date: \_\_\_\_\_ Time: \_\_\_\_\_ Agent(s): \_\_\_\_\_

**How did you find me?**

- Where did you hear about me:  CBC News Radio  CBC News TV  MoneySense Magazine  
 MLS (Realtor.ca)  Kijiji  Facebook Ad  Google Search  New York Times  
 Huffington Post  Globe & Mail  YouTube  Point2Homes  YouTube Sign  
 For Sale Sign  Ad  Flyers  Word of Mouth  Walk-in  Seminar  Century21.ca  
 Yellow Pages  Google Search  Web  Open House  Facebook Ad  
 From a referral: past client, lawyer, banker, or other (see below)

Other: \_\_\_\_\_

Referral from a person: Who? \_\_\_\_\_

What ideally are you looking for in a Real Estate Agent?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

With respect to any previous agents you have dealt with, what issues, problems, suggestions, or problems may you have had encountered? How could the experience be more enjoyable?

\_\_\_\_\_  
\_\_\_\_\_

**Contact Information**

Your name: \_\_\_\_\_ Spouse: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal: \_\_\_\_\_

Country:  Canada  USA  Other: \_\_\_\_\_

Please put a checkmark in the box  or boxes of your preferred communication method(s).

Home Phone: \_\_\_\_\_  Cell Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  e-Mail: \_\_\_\_\_  
 Text: \_\_\_\_\_  IM: \_\_\_\_\_  
 Skype: \_\_\_\_\_

**Tell me about your current residence**

Own?  Rent?  If leased, when is lease over? \_\_\_\_\_ Lease/Rent? : \$ \_\_\_\_\_  
If own: Is house on market:  Yes  No MLS  MLS Number \_\_\_\_\_  
How long has the house been listed?  0-30 days  31-90 days  90-180 days More: \_\_\_\_\_  
Do you have to sell your current home to buy another one?  Yes  No

**All about looking**

If you are moving from out of province, Why PEI? \_\_\_\_\_  
\_\_\_\_\_

Are you currently working with an agent?  Yes  No If Yes, who:

\_\_\_\_\_

Has another agent ever shown you a buyer's agent presentation demonstrating the benefits of using a buyer's agent?  Yes  No

Are you willing to sign a buyer's contract if I can show you that it will be to your benefit:  Yes  No

If No, why not? \_\_\_\_\_

How long have you been looking? \_\_\_\_\_ Motivation:  1  2  3  4  5 (highest)

Best time to look:  AM  Afternoon  PM  Weekends

Price range: \$ \_\_\_\_\_

How soon do you **NEED** to move: \_\_\_\_\_

Desired areas/locations: \_\_\_\_\_

Bedrooms:  1  2  3  4+ more: \_\_\_\_\_ Bathrooms: \_\_\_\_\_

Garage:  Yes  No  I can build one. Square feet: \_\_\_\_\_ Acres: \_\_\_\_\_

Style of home:  Bungalow  2 Story  1.5 Story  Cape Cod Other: \_\_\_\_\_

Are you looking for a  year round home or  cottage?

Do you have to have year round access?  Yes  No

Does it have to be Waterfront?  Yes  No  It would be nice but not necessary

Special requests: \_\_\_\_\_

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How many homes do you think on average a person looks at before they find one they like: \_\_\_\_\_

**Financing**

Will you be paying cash, or do you require financing?  Cash  Financing

If financing: Amount of down payment: \$ \_\_\_\_\_

Finance Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Approved amount: \$ \_\_\_\_\_

Do you have a budget for monthly payments:  Yes  No

Type of structure:  Year round home  Cottage  Other: \_\_\_\_\_

When presenting an offer along with an accompanying deposit, what do you think an appropriate deposit should be?  10% of the purchase price  20%  \_\_\_\_\_% (do not confuse this amount with the down payment that the bank will require with financing.)

**Questions at this time**

Do you have any questions about the home buying process?

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Have you seen any homes you really like? *Please supply address, or MLS number (attach separate sheet if required).*

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If Yes, why didn't you buy it? \_\_\_\_\_

If we find the right property, are you prepared to make a decision:  Yes  No

Is there anyone else helping you to make the decision to buy:  Yes  No

If Yes, who: \_\_\_\_\_

Would you be using a Home Inspector:  Yes  No

If Yes, who: \_\_\_\_\_  Don't know.

Do you currently use a GPS for navigation?  Yes  No

Do you use an iPhone or iPad:  Yes  No

If Yes, are you familiar with the REALTOR.ca app?  Yes  No

Are you willing to do a drive by on listings prior to arranging showings?  Yes  No

Do you have any friends, family, or relatives that are Real Estate Agent?  Yes  No

Do you want me to set you up on Automatic search?  Yes  No

**Here are some Helpful Tools**

At this website you will find a collection of very useful tools when looking for or selling Prince Edward Island Real Estate:

[links.michaelshomes.com](http://links.michaelshomes.com)

Be sure to join the mailing list, and subscribe to my YouTube Channel. The more subscribers I have, the more content that will be produced for your enjoyment and knowledge.

Subscribe to my mailing list: [list.michaelshomes.com](http://list.michaelshomes.com)

Subscribe to my YouTube Channel here: [hd.michaelshomes.com](http://hd.michaelshomes.com)

Join me on Linked in here: [linkedin.michaelshomes.com](http://linkedin.michaelshomes.com)

Follow me on Facebook here: [facebook.michaelshomes.com](http://facebook.michaelshomes.com)

Follow me on Twitter here: [twitter.michaelshomes.com](http://twitter.michaelshomes.com)

**Notes:**



Century 21 Northumberland (1987) Limited  
Direct line: (902)888-8860  
michael.poczynek@gmail.com