

# Should I Use A Friend As My Real Estate Agent?

There are lots of articles warning people about the problem of using a friend as a real estate agent. Concerns range from their level of experience to the impact it may have on their friendship if something goes wrong. While it is important to use an agent, friend or not, who is experienced and professional, using a friend might be a benefit. There are many benefits to using a friend as your agent.

- **Trust** – First and foremost, it's critical to trust your agent. Using a friend assumes a pre-existing level of trust that should ensure transparency throughout the process.
- **Personalized Service** – A friend is likely to offer a highly personalized service level, customized to your needs and preferences.
- **Understanding** – A friend will understand your lifestyle, desires, and priorities. They can better advise you on the best course during the real estate process.
- **Comfort Level** – Along with trust, working with friends assumes a certain comfort level. You may find that sharing your fears and needs is easier with a friend.
- **Flexibility** – A friend will often be more flexible with their schedules and approach.
- **Loyalty** – Finally, friends want the best for you. They will not push a poor deal forward just to get a commission. They will advocate strongly for you and ensure your interests are protected.

Using a friend could be a big advantage in a real estate transaction. However there could also be concerns about maintaining the relationship if

the process has challenges. Be upfront with your concerns and discuss in advance how to address them. This way, you will have strong representation during the transaction.