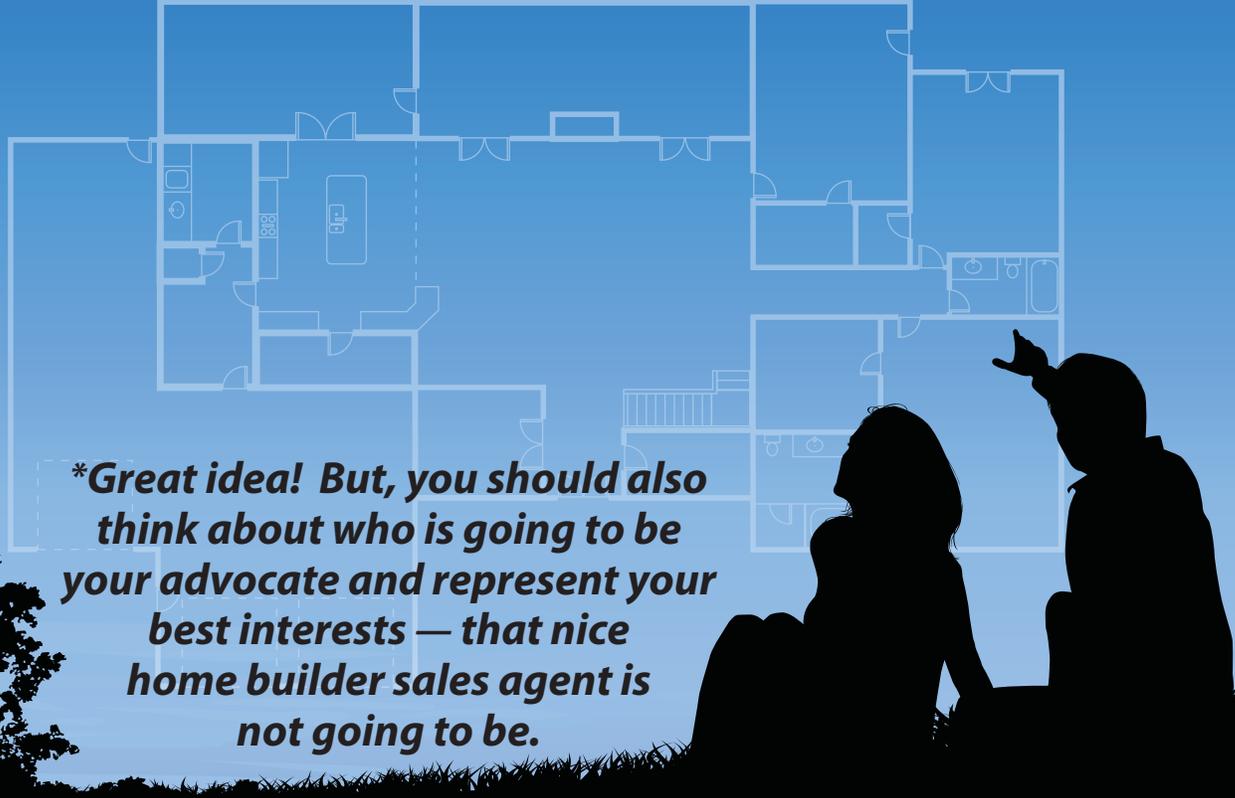


# Thinking New Construction?\*



***\*Great idea! But, you should also think about who is going to be your advocate and represent your best interests — that nice home builder sales agent is not going to be.***

The home builder sales agents will be very welcoming and nice, maybe even offer you tea and cookies. They will be pleasantly knowledgeable about the model homes and probably treat you honestly and fairly, but, they get paid by the builder and must represent and protect the builder's best interests — not yours. They are highly trained, scripted and remarkably skilled in representing their homes in the best light possible, and they know how to influence your perceptions.

You are permitted and entitled to your own advocate and representative: a licensed REALTOR® will be happy to assist throughout the home buying process (whether it be new construction or resale) as a Buyer Agent, and won't cost you a dime. The (builder or seller) will pay the commission — and often be happy to do it. They know REALTORS® represent prequalified, serious potential buyers — not just tire-kickers.

John Hale has been through the process numerous times for his own homes and for many clients. John has earned the professional designation, **New Homes Co-Broker (NHCB) — a training program for this specialty in buyer agency.** Additionally, his educational accomplishments over the last 18 years include earning the following real estate designations and certifications from the National Association of REALTORS® and other accredited organizations:

- Accredited Buyers Representative (ABR)
- At Home With Diversity (AHWD)
- Accredited Sellers Representative (ASR)
- Certified Negotiation Expert (CNE)
- Certified Risk Management Specialist (CRMS)
- Certified Residential Specialist (CRS)
- Certified Sellers Representative (CSR)
- Mortgage Real Estate Professional (MREP)
- Military Relocation Professional (MRP)
- Workforce Housing Certified (WHC)
- Certified Taneytown Ambassador



**John P. Hale, ABR, CRS, GRI  
REALTOR®**



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Residential – Land – Commercial***

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