



Why Use an ABR®: REALTORS® Experienced in Buyer Representation

Buying a home is no small matter. Besides being the largest financial transaction you may ever undertake, it's probably also the most complex. There are many good reasons to work with a qualified real estate professional—especially a trained professional who has earned the Accredited Buyer's Representative (ABR®) designation, representing best-in-class buyer services.

When you look for an ABR® before you look for a home, you'll be served, not sold. Your interests become their interests. And you'll be working with someone who has gone the extra mile by completing specialized training in delivering the best in buyer-representation services. Plus, a REALTOR® who has an ABR® Designation also has an established track record, with proven experience in representing the concerns of home buyers.

The ABR® Designation is awarded through the [Real Estate Buyer's Agent Council](#), or REBAC, which was founded in 1988 to promote superior buyer-representation skills and services. REBAC is an affiliate of the [National Association of REALTORS® \(NAR\)](#).