

BUYERS ARE LIARS?

The Truth about Buyer Representation | 3 Hr CE Credit



Thu Sep 11, 2025
11:00am to 2:00pm EST



Hillbrooke Preserve by Rockhaven Homes
1799 Klondike Rd SW - Conyers, GA

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BUYERS ARE LIARS?

The TRUTH about Buyer Representation.

Are Buyers really liars?

Is specializing in buyer's agency a sound business model for real estate professionals?

For years, agents have repeated the phrase "buyers are liars." But where did it come from, and does it still hold up? This course looks at the truth behind modern buyer behavior and challenges the old, often inaccurate assumptions.

You'll dig into the psychological, emotional, and practical reasons buyers may give unclear or shifting information—fear of missing out, financing worries, lack of trust, life changes, or simple miscommunication. The goal is to understand what's really going on so you can work with buyers more effectively.

You'll also learn how to set expectations, build trust, and create systems that reduce confusion. And we'll look at whether specializing in buyer representation is a smart and profitable focus in today's market.

You will learn how to:

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