

## The Ideal Buyer



**By Brian Madigan**

This is the person everyone is looking for!

There are a few notable characteristics, so they are relatively easy to identify:

- They are always from out-of-town
- They have plenty of money
- They are able to see the hidden value in the vendor's property
- They will do business, right away, no questions asked
- They will pay the full asking price, maybe more

So, all in all, they are really great people to know! Only one little problem, I have never met this person, or even anyone remotely like them.

Yet, sellers seem to know all about them. According to many sellers, these ideal buyers are all over the place. Just bring them over and sign up the deal. How difficult can this be?

Well, my experience is a little different:

- Buyers from out-of-town are a little suspicious, until they feel comfortable with prices
- All buyers seem to be a little short of cash; they often spend right up to their financial limit
- Buyers do their own “due diligence”, comparing one property to another
- In good time, they will submit an Offer, no one likes to be “rushed”
- All buyers want a “good deal”

Now, what I might really like to have is a number of these “ideal buyers” as clients. But, fairly soon, they will be anxious to see good value, spend their money wisely and do their own due diligence before submitting an offer. I guess, in a way, by educating those buyers who lack experience, really I'm just destroying them for the sellers and other agents. Obviously, that's not fair!

Then again, maybe sellers should stop looking for buyers on the “turnip truck”.

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