

Buyer's Agent Practice

Build a buyer-advocacy practice clients pay for and refer.

VERTICAL	LEVEL	DURATION	MODULES
Buyer's Agents	Intermediate	12 hours · 6 modules · 26 lessons	6

Programme overview

Buyer's agency is a distinct discipline from listing sales — the fee model, the scope of engagement and the negotiating posture all run in the opposite direction. This program covers how to structure engagement agreements and fees, how to run a proper search brief and due diligence process, how to source and negotiate off-market and on-market opportunities, and how to represent a client's interests at auction with discipline. You'll also cover the conflict-of-interest and disclosure obligations that come with taking referral fees, and how to manage the post-settlement relationship so satisfied clients become your best source of new business. Licensing detail is covered at a general, state-varies level — always confirm the specific rules for buyer's agents in your state with your local regulator.

What you'll master

- 01 Explain the general licensing position for buyer's agents and where it differs by state.
- 02 Compare fixed-fee, tiered and percentage-based engagement models and match one to a client's situation.
- 03 Draft and explain the scope, exclusivity and fee terms of a buyer's agent engagement agreement.
- 04 Run a structured search brief interview that surfaces a client's real (not stated) priorities.
- 05 Build a suburb and price-benchmarking research pack a client can act on with confidence.
- 06 Develop off-market sourcing relationships with listing agents without compromising your independence.
- 07 Coordinate building/pest, strata and legal due diligence on a tight due-diligence timeline.
- 08 Negotiate against a listing agent from a position of information advantage, not just persistence.
- 09 Bid at auction under a documented client authority with clear limits and bidding discipline.

- 10 Disclose conflicts of interest, referral fees and rebates correctly and maintain the client relationship after settlement.
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Skill focus

- Engagement & Fees
- Search & Research
- Sourcing & Relationships
- Due Diligence
- Negotiation & Auction
- Ethics & Client Retention

The syllabus

6 modules · one standard

I. 01 · The Buyer-Advocacy Business

5 LESSONS

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|----|--|----------------------|
| 01 | What a buyer's agent does that a buyer can't do alone | masterclass · 13 min |
| 02 | Licensing basics — general position, state variation | reading · 12 min |
| 03 | Positioning your service against the DIY buyer mindset | masterclass · 12 min |
| 04 | Reading your local buyer-advocacy market | reading · 11 min |
| 05 | Knowledge check: The buyer-advocacy business | quiz · 4 min |
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II. 02 · Fee Models and the Engagement Agreement

6 LESSONS

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| 01 | Fixed, tiered and percentage fee models compared | masterclass · 14 min |
| 02 | Setting fees you can actually defend | reading · 12 min |
| 03 | Scoping the engagement agreement properly | masterclass · 13 min |
| 04 | Exclusivity clauses and what triggers a fee | reading · 11 min |
| 05 | Scenario: client asks to reduce the fee once a property is found | scenario · 10 min |
| 06 | Knowledge check: Fee models and engagement | quiz · 4 min |
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III. 03 · The Search Brief and Market Research

5 LESSONS

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| 01 | Interviewing for the brief a client can't articulate alone | masterclass · 14 min |
| 02 | Building a suburb and price-benchmarking pack | reading · 13 min |
| 03 | Reading where the local market sits in its cycle | masterclass · 12 min |
| 04 | Shortlisting discipline — why fewer, better inspections beat volume | reading · 10 min |
| 05 | Knowledge check: Search brief and research | quiz · 4 min |
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IV. 04 · Off-Market Sourcing and Agent Relationships

5 LESSONS

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| 01 | Becoming the buyer's agent listing agents actually call | masterclass · 14 min |
| 02 | Where off-market opportunities actually come from | reading · 12 min |
| 03 | Staying independent while networking with the other side | masterclass · 12 min |
| 04 | Vendor-side tactics a buyer's agent should recognise | reading · 11 min |
| 05 | Knowledge check: Sourcing and agent relationships | quiz · 4 min |

V. 05 · Due Diligence Coordination and Negotiation

6 LESSONS

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| 01 | Coordinating building and pest inspections on a tight clock | masterclass · 13 min |
| 02 | What to actually check in a strata records inspection | reading · 12 min |
| 03 | Referring contract review properly — staying in your lane | masterclass · 11 min |
| 04 | Negotiating against a listing agent from an information advantage | masterclass · 14 min |
| 05 | Scenario: listing agent applies last-minute competing-offer pressure | scenario · 10 min |
| 06 | Knowledge check: Due diligence and negotiation | quiz · 4 min |

VI. 06 · Auction Bidding, Ethics and Client Retention

5 LESSONS

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| 01 | Getting a documented bidding authority before auction day | masterclass · 13 min |
| 02 | Bidding discipline in the room | masterclass · 12 min |
| 03 | Conflicts of interest — rebates, referrals and disclosure | reading · 13 min |
| 04 | Running the relationship after settlement | masterclass · 12 min |
| 05 | Knowledge check: Auction discipline and ethics | quiz · 6 min |

Important — non-accredited training

The Agent Academy is not a Registered Training Organisation (RTO). This program is professional development designed for elite outcomes and earning potential; it does not issue nationally accredited qualifications, statements of attainment or units of competency. Content is built around real industry practice — completion does not satisfy licensing or registration requirements in any Australian state or territory.

For state licensing pathways (Certificate of Registration in NSW, Agent's Representative in VIC, and equivalents), see theagentacademy.org/licensing. Complete your state requirement first — then train with us.