

# TRANSACTIONAL AGENT VS RELATIONAL AGENT

## WHAT TYPE OF REAL ESTATE AGENT ARE YOU?

Every day is a new day for the transactional agent who focuses all their attention on the next deal.



*"The transactional agent is treated like a commodity and has to win on price."*

—BRIAN BUFFINI

For the relational agent, the relationships they cultivate continue to produce a steady stream of referrals that compound—year after year!



*"The relational agent offers a premium level of service and wins on value!"*

—BRIAN BUFFINI