Customer
- A person who has not entered into a written brokerage agreement
- Must be treated honestly and fairly
- Agents must disclose material facts they know or should know
- Duty of confidentiality owed to prospective client*

Client
- A person who has entered into a written brokerage agreement with a broker
- Agent owes client duties of reasonable care: loyalty, disclosure, confidentiality, diligence, and accounting

Brokerage Relationship
A relationship created by a written brokerage agreement between a client and a broker where the client authorizes the broker to provide real estate brokerage services in a residential real estate transaction

Buyer agent
A licensed real estate broker, associate broker, or salesperson who, in accordance with a written brokerage agreement, represents a buyer/tenant in the acquisition of real estate for sale/lease

Seller agent
A licensed real estate broker, who in accordance with a written brokerage agreement, acts as the listing broker, or a licensee affiliated with the listing broker

Subagent
A licensee from another company that is authorized, through the listing agreement, to show the home to buyer customers on behalf of the seller**

Dual Agency
A relationship in which a licensed real estate broker or designated branch office manager acts as a dual agent

Dual Agent
A licensed real estate broker or designated branch office manager who acts as an agent for both the seller/landlord and buyer/tenant in the same transaction

Intra-company agent
The two agents who have been designated by a dual agent to act on behalf of a seller/landlord or buyer/tenant in the same transaction***

Notes:
* Duty is owed to a customer with whom you’ve discussed forming a brokerage relationship.
** A subagent's duty of loyalty is to the seller.
*** Intra-company agents are affiliated with the same brokerage.