

CUSTOMER VS. CLIENT LEVEL SERVICE

	<u>WITHOUT</u> REPRESENTATION (CUSTOMER)	<u>WITH</u> REPRESENTATION (CLIENT)
Fairness	✓	✓
Honesty	✓	✓
Material Facts	✓	✓
Accounting	✓	✓
Reasonable Care	✓	✓
Advice		✓
Opinion		✓
Confidentiality		✓
Undivided Loyalty		✓
Work to Promote Your Interests		✓
Price Analysis & Counseling		✓
Negotiate on your Behalf		✓
Act According to Your Instructions		✓
Objective Evaluation		✓
Full Disclosure		✓