

The Buy Side

Who Represents The Buyer – And What Happens
When AI Finds The House First



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Continuing Education For Every Las Vegas Agent

Ruthie Ahlbrand • Jimmy Dague • Clark County Data Through 7/29/2026





The Buy Side

Every Selling Side In Clark County, 2026 Year To Date

17,525

Buyer Sides Closed

\$10.03B

Buyer-Side Volume

5,868

Agents Involved

One Home Sale Creates Two Sides.

A Listing Side And A Selling Side. The Selling Side Is The Buyer's Side — And That Is This Whole Slide.

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Source: MLS Ranking Report, run 7/29/2026 — Clark County sales, 1/1/2026 – TODAY. Excludes the MLS "NON MLS" catch-all record.





READ THE REPORT RIGHT

The MLS Report Says \$20.06 Billion.

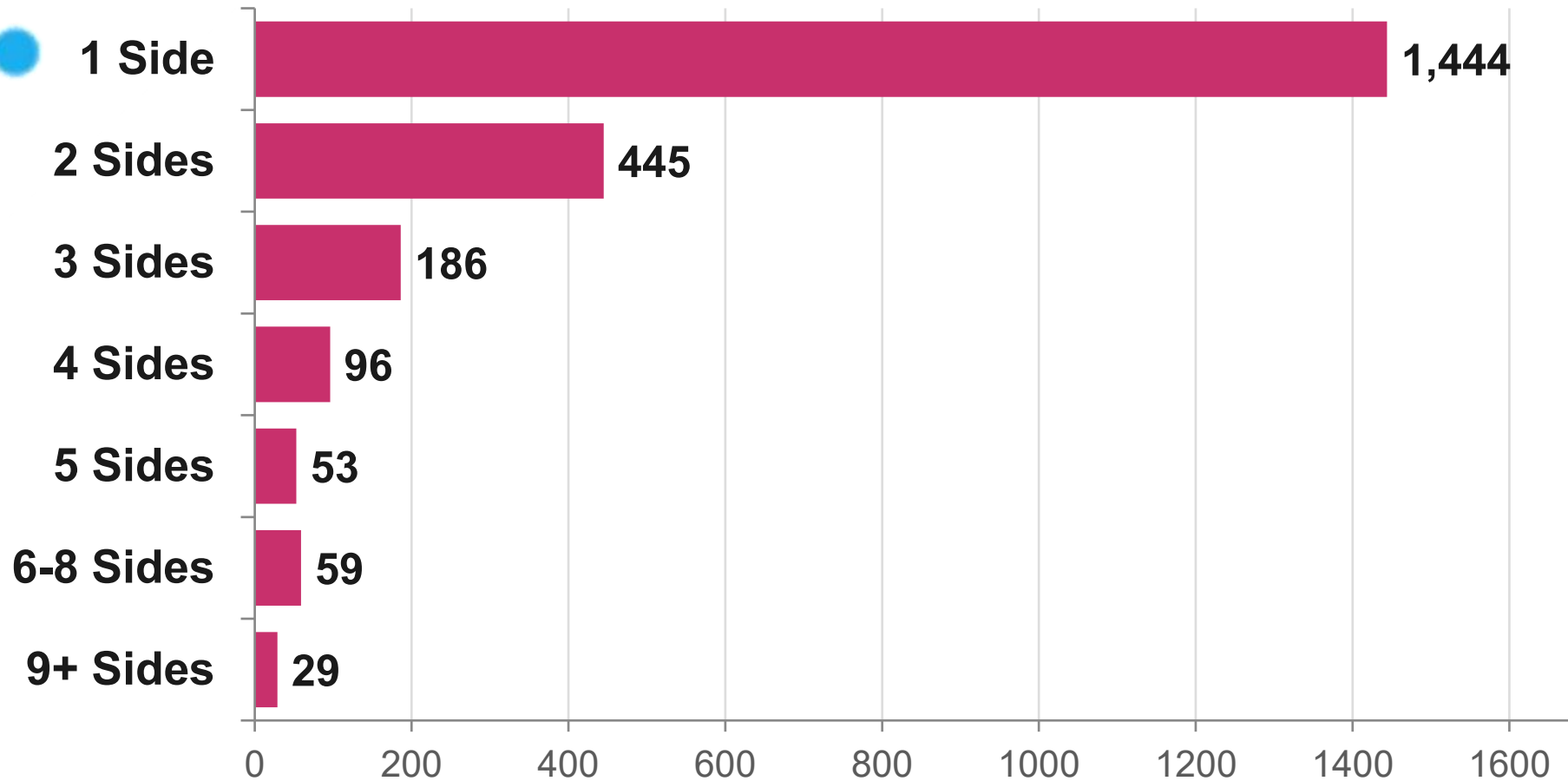
That Counts Every Sale Price Twice — Once On The List Side, Once On The Sell Side. The Real Dollars That Changed Hands Were Half That: \$10.03 Billion.

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Buyer-Only Agents

2,312 Agents Took Zero Listings All Year — Here Is What They Closed



1,444
Closed
Exactly
One Side

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One home sale = two sides. An agent showing 2 sides may have closed two deals, or one deal where they repped both sides.





**1,444 Of Those 2,312 Agents
Closed Exactly One Side This Year.**

**Median Output For A Buyer-Only Agent In Clark County:
One Closing.**

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Who Wrote The Buyer Sides?

Share Of All Buyer Sides, By What Kind Of Business The Agent Runs

25.5%

Buyer Side
Only

2,312 Agents

45.8%

Mostly
Buyer Side

1,363 Agents

28.8%

Half Or Mostly
Listing

2,193 Agents

Buyer-Only Agents Are 30% Of The Field And Write 25% Of The Buyer Sides. The Agents Doing Both Sides Do Most Of The Work.

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A fourth group — 1,748 agents who took listings only — wrote zero buyer sides and is not shown here.



The Same Thing In Numbers

Buyer Sides By Kind Of Agent

What Kind Of Agent	Agents	Buyer Sides	Share
Buyer Side Only	2,312	4,333	25.5%
Mostly Buyer Side	1,363	7,794	45.8%
Half Or Mostly Listing	2,193	4,894	28.8%
All Who Closed A Buyer Side	5,868	17,021	100%

1,748 More Agents Took Listings Only. They Closed Zero Buyer Sides All Year.

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Source: MLS Ranking Report, run 7/29/2026 — Clark County sales, 1/1/2026 – 12/31/2026. Excludes the MLS "NON MLS" catch-all record. Buyer sides total 17,021 with the catch-all record removed.



Three Numbers To Sit With

1,748

**Agents Took Zero Buyer
Sides — Listings Only**

1 Side

**Median Output For A
Buyer-Only Agent**

29

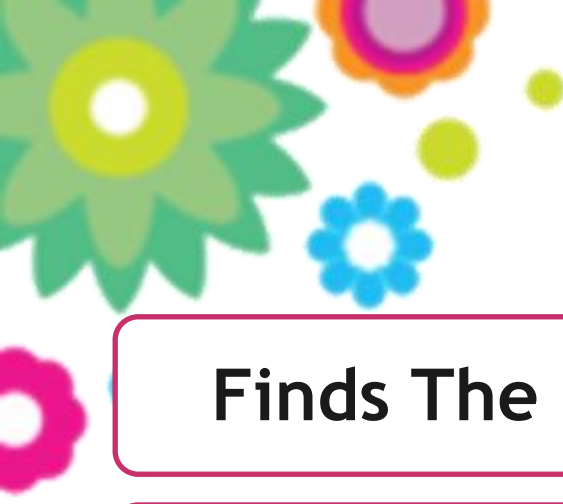
**Buyer-Only Agents Closed
Nine Or More**

**A Business Where The Median Practitioner Closes
One Deal A Year
Is A License With A Hobby Attached.**

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Source: MLS Ranking Report, run 7/29/2026 — Clark County sales, 1/1/2026 – today. Excludes the MLS “NON MLS” catch-all record.





What AI Already Does

The Buyer Has Not Called You Yet And This Is Already Handled

Finds The House

Runs The Comps

Estimates The Payment

Answers The 11 P.M. Question

Books The Showing

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What Still Needs A Human

Every One Of These Is Billable. None Of Them Is Sending Listings.

Walks The Slab And The Roofline

Reads The Disclosure That Should Scare You

Negotiates Against Another Human

Holds A Nervous Buyer Together

Owns The Outcome

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SO WILL AI REPLACE THE BUYER'S AGENT?

AI Does Not Replace The Buyer's Agent.

**It Replaces The One Whose Whole Job
Was Sending Listings.**

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Becoming The Buyer's Agent

Steps One Through Three — Before You Ever Show A House

1

Get Hired First

Buyer Agreement Signed Before You Open A Single Door.

AI Can Send Listings. It Cannot Sign A Client.

2

Send Them To A Lender

A Buyer Without A Pre-Approval Is A Browser. An Approved Buyer Is A Client With A Number And A Deadline.

3

Go See It In Person

The Outside, The Roofline, The Neighbor's RV, The Freeway Noise At 5 P.M. The Photos Are Always Flattering.

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Becoming The Buyer's Agent

Steps Four Through Six — Earning The Fee

4

Read What Nobody Reads

SRPD, CC&Rs, HOA Resale Package, Inspection Report. That Is Where The Deal Lives Or Dies.

5

Write The Offer That Wins

Price Is One Lever. Terms, Timing, Credits And Contingencies Are The Other Four. Know All Five.

6

Drive It To The Table

Appraisal, Loan Conditions, Repairs, Walkthrough, Funding. Somebody Has To Own The Outcome.

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AI Can Find The House.

**It Cannot Get You Hired, So Get Them Approved,
Or Get Anybody To The Table.**

That Work Is Still Yours.