

## WHAT TO KNOW

# 7 Reasons to Work With a REALTOR<sup>®</sup>

REALTORS<sup>®</sup> aren't just agents. They're professional members of the National Association of REALTORS<sup>®</sup> and subscribe to its strict code of ethics. This is the REALTOR<sup>®</sup> difference for home buyers:

## 1. An expert guide.

Selling a home usually requires dozens of forms, reports, disclosures, and other technical documents. A knowledgeable expert will help you prepare the best deal, and avoid delays or costly mistakes. Also, there's a lot of jargon involved, so you want to work with a professional who can speak the language.

## 2. Objective information and opinions.

REALTORS<sup>®</sup> can provide local information on utilities, zoning, schools, and more. They also have objective information about each property. REALTORS<sup>®</sup> can use that data to help you determine if the property has what you need.

## 3. Property marketing power.

Property doesn't sell due to advertising alone. A large share of real estate sales comes as the result of a practitioner's contacts with previous clients, friends, and family. When a property is marketed by a REALTOR<sup>®</sup>, you do not have to allow strangers into your home. Your REALTOR<sup>®</sup> will generally prescreen and accompany qualified prospects through your property.

## 4. Negotiation knowledge.

There are many factors up for discussion in a deal. A REALTOR<sup>®</sup> will look at every angle from your perspective, including crafting a purchase agreement that allows you the flexibility you need to take that next step.

## 5. Up-to-date experience.

Most people sell only a few homes in a lifetime, usually with quite a few years in between each sale. Even if you've done it before, laws and regulations change. REALTORS<sup>®</sup> handle hundreds of transactions over the course of their career.

## 6. Your rock during emotional moments.

A home is so much more than four walls and a roof. And for most people, property represents the biggest purchase they'll ever make. Having a concerned, but objective, third party helps you stay focused on the issues most important to you.

## 7. Ethical treatment.

Every REALTOR<sup>®</sup> must adhere to a strict code of ethics, which is based on professionalism and protection of the public. As a REALTOR<sup>®</sup>'s client, you can expect honest and ethical treatment in all transaction-related matters.

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