



# WHY USE A REALTOR®?

## REALTORS® . . . .

- ▶ are experts on real estate – the largest financial investments you will make.
- ▶ are pros at bringing buyers and sellers together.
- ▶ have established leads and contacts.
- ▶ make sure all of your real estate forms are completed accurately to reflect your intentions.
- ▶ handle sales calls and follow-up.
- ▶ have the most current market data to help price your home or determine your buying power.
- ▶ arrange advertising and host open houses.
- ▶ sweat the details to reduce your stress.
- ▶ protect the interests of their clients and treat all parties honestly.
- ▶ abide by a strict Code of Ethics.
- ▶ are experienced negotiators.
- ▶ network with others REALTORS® to help market your property.
- ▶ are hired by 9 out of 10 buyers in the homebuying search.
- ▶ suggest practical home staging tips.
- ▶ are active members of the community.
- ▶ use their money to market your home.
- ▶ are trained to handle closing issues.
- ▶ have strict educational requirements.

Many consumers consider selling their homes directly but eventually turn to REALTORS®. Smart home sellers realize they need the expertise in pricing their home, making connections with REALTORS®, working with buyers, arranging and staffing open houses, and coordinating with other professionals in the sales process. Next time you are looking to buy or sell a home, look to a REALTOR®.