



WHY USE A REALTOR®



One of the largest financial decisions in your life deserves professional care.

Real estate transactions involve one of the biggest financial investments most people experience in their lifetime. If you had a \$100,000 income tax problem, would you attempt to deal with it without the help of a CPA? If you had a \$100,000 legal question, would you deal with it without the help of an attorney?

Transactions today usually exceed \$100,000. In addition to extensive training and state licensure, REALTORS® are committed to treat all parties to a transaction honestly, subscribe to a strict code of ethics, and are expected to maintain a higher level of knowledge of the process of buying and selling real estate. If you're still not convinced of the value of a REALTOR®, here are several more reasons to use one:

FOR BUYERS:

Help in determining your buying power. *With some basic information, your REALTOR® can refer you to lenders who can help you decide on the best financing options for you.*

Resources to assist in your home search. *Because your REALTOR® is part of a network of brokers, he/she may hear of properties coming to market before listing in the MLS. And, they can save time for you by previewing properties in advance to see if they meet your criteria.*

Objective information about each property. *In addition to local community information on utilities, zoning, and schools, your REALTOR® can help you determine if the property meets your criteria as a home or investment, and whether the property will have resale value when you are ready to sell.*

Negotiation skills. *From the initial contract to the closing, your broker can help you with the myriad of factors that routinely enter into negotiations including price, financing, terms, date of possession, items for inclusion or exclusion, repairs and furnishings or equipment, and which investigations and inspections are recommended or required.*

Due diligence during the evaluation of the property. *Your REALTOR® can assist you in finding qualified responsible professionals to perform investigations and provide you with written reports.*

Guidance through the closing process. *The expertise of your REALTOR® is invaluable to anticipate and resolve any problems that might arise, and to ensure the process flows smoothly.*

FOR SELLERS:

Up-to-date marketplace information. *Your broker can provide current information about pricing and condition of competing properties, key factors in getting your property sold at the best price, quickly and with minimum hassle.*

Expertise about when, where and how to market your property. *Your REALTOR® acts as the marketing coordinator to ensure your property gets maximum exposure to the most likely buyers including marketing to other real estate brokers through a Multiple Listing Service, or other cooperative marketing networks, postings on the Internet, print materials, open houses for brokers, etc.*

Objective evaluation of every buyer's proposal without compromising your marketing position. *Your REALTOR® can help you review offers received and guide you in reaching an accepted contract that will be more likely to make it through the process.*

Help closing the sale of your home. *Between the initial sales agreement and closing (or settlement), your REALTOR® is the best person to objectively help you resolve these issues and move the transaction to a successful conclusion.*

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