

# Why YOU Should Work With A REALTOR®

All real estate licensees are not the same. Only real estate licensees who are members of the National Association of REALTORS® are properly called REALTORS®. They proudly display the REALTOR® logo on business cards or other marketing and sales literature and wear the REALTOR® pin.

REALTORS® are committed to treating all parties to a transaction honestly. REALTORS® 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. An independent survey reports that 84% of home buyers would use the same REALTOR® again.

Real estate transactions involve one of the biggest financial investments most people experience in their lifetime. Transactions today usually exceed \$100,000. 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? Considering the small upside cost and the large downside risk, it would be foolish to consider a deal in real estate without the professional assistance of a REALTOR®.

Top 10 Reasons to work with a REALTOR® ...

1. REALTORS® help you determine your buying power.
2. REALTORS® use many resources to help you in your home search.
3. REALTORS® provide objective property information.
4. REALTORS® help you negotiate.
5. REALTORS® provide due diligence during property evaluation.
6. REALTORS® help you understand financing options.
7. REALTORS® market your property to many possible buyers.
8. REALTORS® know when, where and how to advertise your property.
9. REALTORS® help you evaluate buyers' proposals without compromising your marketing position.
10. REALTORS® guide you in the closing process!