

1 FORMS EXPERTISE.

You've probably heard the old adage, "don't sweat the small stuff." And when you work with a REALTOR®, you won't! A REALTOR® will make sure all bases are covered before you reach the closing table. Whether it's completing contract forms or negotiating sales terms, a REALTOR® works for you to ensure your transaction is a success.



2 INVESTMENT IN YOU.

REALTORS® have a vested interest in your transaction. REALTORS® work for YOU and usually don't get paid until the deal is done. REALTORS® typically invest in marketing, advertising, signage, gas and open houses — all of which help you sell your home with greater success.



3 SMART FINANCIAL DECISION.

Using a REALTOR® makes strong financial sense. By working with a REALTOR®, you'll save time and money on marketing costs and finding qualified leads. A REALTOR® will also help you price your home correctly in your local market. Homes sold with the assistance of an agent typically sell for 13 percent more than when you sell on your own¹.

¹ 2014 Profile of Home Buyers and Sellers, National Association of REALTORS®



SOLD

4 MARKET EXPERT.

REALTORS® are experts in real estate. They know a good deal when they see it. Because real estate is their profession, REALTORS® can easily navigate through the complexities of a transaction, saving you the stress of attempting to conduct a transaction on your own. Real estate is one of the most significant and largest investments you'll ever make — leave it to an expert!



5 LEADS AND CONTACTS.

The fact that 88 percent of all homes buyers purchased their home through a REALTOR® should tell you why to hire one. Maybe it's their knowledge of the industry or the fact that they can accurately complete transaction forms on your behalf. Perhaps it's as simple as their ability to hold an open house, or their relationships with trade professionals. Whatever the reason, don't sweat the process — leave that to a REALTOR®. They are in your corner.

7 STRICT CODE OF ETHICS.

REALTORS® abide by the National Association of REALTORS® Code of Ethics, setting them apart from other real estate licensees. A REALTOR® can provide you with additional market and housing information, answer questions, or point you to the right professional even years down the road. The advantage of developing an ongoing relationship with a professional REALTOR® speaks for itself. Look for the "R!"

6 EDUCATION AND KNOWLEDGE.

REALTORS® are required to complete 18 hours of education every two years to remain licensed. That much changes in the industry! Coursework explores legal and regulatory affairs that impact real estate transactions, instructions for properly drafting forms, and much more. The assistance of a REALTOR® can help you avoid common mistakes and pitfalls during a real estate transaction.



REASONS TO WORK WITH A REALTOR®

