

8 REASONS TO WORK WITH A REALTOR®

REALTORS® aren't just real estate agents. They're members of the National Association of REALTORS® and subscribe to its strict Code of Ethics. When you're selling a home, here's what an agent who's a REALTOR® can do for you.

- **Act as an expert guide.** Selling a home typically requires a variety of forms, reports, disclosures, and other legal and financial documents. A knowledgeable real estate agent will know what's required in your market, helping you avoid delays and costly mistakes. Also, there's a lot of jargon involved in a real estate transaction; you want to work with a professional who can speak the language.
- **Offer objective information and opinions.** A great real estate agent will look at your home with an unbiased eye, providing you with the information you need to enhance marketability and maximize price. Agents are also a great source for potential buyers who have questions about local utilities, zoning, schools, contractors, and more.
- **Deliver property marketing power.** Property rarely sells because of advertising alone. A large share of real estate sales come as the result of the listing agent's contacts with other industry professionals, previous clients, and others in their sphere.
- **Give you a sense of security.** Risk is a fact of life. To minimize it, real estate agents follow protocols to ensure their own safety, as well as the safety and security of you and your property. A professional agent will prescreen prospects and accompany qualified prospects through the property. They'll also help educate parties about how to prevent fraudulent dealings, such as wire fraud, that can put sales at risk.
- **Stand in your corner during negotiations.** There are many factors up for discussion in any real estate transaction. A real estate professional will look at offers from your perspective, helping you navigate the fine points to ensure you're meeting your objectives.
- **Ensure 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 sold a home before, laws and regulations change. Real estate practitioners may handle hundreds or thousands of transactions over the course of their career.
- **Be your rock during emotional moments.** A home is so much more than four walls and a roof. For many owners, selling a home means saying goodbye to the place where cherished family memories were made. Having a concerned but objective third party helps you stay focused on the issues most important to you when emotions threaten to sink an otherwise sound transaction.
- **Provide fair and ethical treatment.** When you're interviewing agents, ask if they're a REALTOR®, a member of the National Association of REALTORS®. Every member must adhere to the REALTOR® Code of Ethics, which is based on professionalism, serving the interests of clients, and protecting the public. When you work with a REALTOR®, you can expect honest and ethical treatment in all transaction-related matters.