

# REASONS TO HIRE A REALTOR®

REALTORS® aren't just agents. They're professional members of the National Association of REALTORS® and subscribe to its strict code of ethics. This is the REALTOR® difference for home buyers:

## **Ethical Treatment**

Every REALTOR® must adhere to a strict code of ethics, which is based on professionalism and protection of the public. As a REALTOR®'s client, you can expect honest and ethical treatment in all transaction-related matters. The first obligation is to you, the client.

## **An Expert Guide/Education and Experience**

You don't need to know about the buying and selling process. The real estate professional you hire will know the process. Buying a home usually requires dozens of forms, reports, disclosures, and other technical documents. A knowledgeable expert will help you prepare the best deal and avoid delays or costly mistakes. Also, there's a lot of jargon involved, so you want to work with a professional who can speak the language. Most people buy only a few homes in their lifetime, usually with quite a few years in between each purchase. Even if you've done it before, laws and regulations change. REALTORS® handle hundreds of transactions over the course of their career.

## **Objective information/Neighborhood Knowledge**

REALTORS® can provide local information on utilities, zoning, schools, and more. They also have objective information about each property. REALTORS® can use that data to help you determine if the property has what you need. By understanding both your needs and search area, they can also point out neighborhoods you don't know much about but might suit your needs better than you'd thought. Realtors® possess, or can obtain, intimate knowledge about local areas.

## **Negotiation Knowledge**

There are many factors up for discussion in a deal. A REALTOR® will look at every angle from your perspective, including crafting a purchase agreement that allows enough time for you to complete inspections and investigations of the property before you are bound to complete the purchase. A skilled negotiator can be critical and must be able to bring objectivity to a transaction and point out advantages and disadvantages to certain aspects of the transaction.

## **Professional Networking**

Have a Realtor® who networks with other local professionals can prove beneficial during a real estate transaction as you may need these resources during the real estate transaction process.

## **Expanded search power**

Sometimes properties are available but not actively advertised. A REALTOR® can help you find opportunities not listed on home search sites and can help you avoid out-of-date listings that might be showing up as available online but are no longer on the market

## **Developing Relationships for Future Business**

This is a referral-based business. Realtors® work by referral so a true professional will understand the value of providing top-notch customer service.

## **Price Guidance/Market Conditions**

A professional Realtor® does not select prices for sellers and buyers. They use their expertise on the local market to educate so the client feels confident in their asking price on a submitted offer. Your Realtor® can also provide information on market conditions; is it a sellers' market or a buyers' market? A Realtor® can provide valuable guidance to a buyer so they can submit the best offer possible given their financial position and current market conditions.

## **After Closing**

Many questions can come up after the transaction process is completed. A professional does not disappear after the transaction; they are ready and willing to assist their clients even after the purchase is complete.