

WHY HIRE AN AGENT WHO IS A REALTOR®?

As experts of all things related to home buying and selling, real estate agents who are REALTORS® help consumers navigate the most complex and consequential transaction many of us will ever make.



BUYERS:

Roughly 9 in 10 buyers work with a real estate agent who helps negotiate the best price & terms.



SELLERS:

Without a REALTOR®, For Sale By Owner homes sell for about 26% less than agented properties.*

WHEN YOU USE A REAL ESTATE AGENT:

They help you with things like...



Navigate legal details including managing attorney reviews, filing required state and federal forms, and knowing contracts inside and out.



Understand financial complexities such as mortgage rates and terms, appraisals and inspections, and coordination with lenders.



Uncover community elements like property taxes, public property information, price trends and neighborhood details.

WHEN YOU DON'T USE A REAL ESTATE AGENT:

You have to do things like...



Make sense of all the legal aspects of buying or selling a home.



Become a financial expert and learn local tax codes & policies.



Coordinate inspections and appraisals without training or knowing the best people.



Learn local negotiating trends and market.



Write your offer to outshine all buyers. As seller, evaluate all details of each offer beyond just price.



Negotiate with seller, buyer and/or agent.



Accept your home likely will sell for less.