

## REALTORS® DO ALL THAT?!?

What do you get when you hire a REALTOR®?  
A lot more than you may realize.

### REALTORS® KNOW YOUR AREA

Is it a buyer's or seller's market? Is the house priced higher than comparable homes? What's the going rent in this area? Your REALTOR® has access to the most accurate data and can help you understand how market conditions may affect your real estate goals.

### REALTORS® KNOW TRANSACTIONS

Successfully negotiating a contract between the parties is exciting, but that's just the start of how a REALTOR® helps you. Want to know how termination options work? Can you ask the seller for repairs? When do you get a home inspection? When's the earnest money due? What happens if you can't get a loan? Your REALTOR® will keep your transaction on track, even when details and questions overwhelm you.

### REALTORS® KNOW WHAT COMES BEFORE AND AFTER A CONTRACT

As a seller, will an open house work for you? How can you best stage the property? When do you want to allow showings? As a buyer, what should you consider about earnest money, title insurance, surveys, and homeowners association documents? Your REALTOR® can share information and recommend other professionals to help you achieve success as smoothly as possible.

Not every REALTOR® runs the same type of business or offers the same set of services, but REALTORS® have the skills, knowledge, and professionalism to help you realize your real estate dreams.



### NOT ALL REAL ESTATE AGENTS ARE REALTORS®

A person must take required courses and pass an exam to become a licensed real estate salesperson, often referred to as an agent. But some licensed real estate salespeople are REALTORS® and some are not.

What's the difference? Only those who join the REALTOR® association are REALTORS®. REALTORS® adhere to a strict Code of Ethics and pride themselves on displaying the highest levels of professionalism.