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.

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.

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 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.

*NAR 2022 Profile of Home Buyers and Sellers report

REALTORS® are members of the National Association of REALTORS®

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