There are many reasons to buy a property.

A place to live, work, and play, of course, but also it’s a way to build equity, benefit from tax incentives, and even generate rental income.

Because owning real estate historically remains a solid investment.

In fact, homeowners have 40 times the wealth of renters, according to the Federal Reserve’s Survey of Consumer Finances.

And like any investment, you’ll want as much knowledge, confidence, and understanding as possible.

That’s where the expertise of a REALTOR® comes in.

REALTORS® have access to proprietary housing market data and trends that can help inform your decisions on any given property.

They also help you understand and navigate complex legal and financial factors.

And REALTORS® are bound by a code of ethics, so they will always put your needs first throughout the entire real estate journey.

When you want to invest in your future, work with a real estate professional who has your back.

Work with an agent who is a REALTOR®.
Many people dream of home buying.

But they don’t all have the same dream.

As each person is unique, so is each home — and home buying journey.

A REALTOR® has the expertise to tailor your search and to help meet your specific needs and wants.

With specialized knowledge and access to proprietary data, REALTORS® can help identify and compare different properties and neighborhoods to find the place that’s right for you.

Work with an agent who is a REALTOR®.

*This script has been approved by NAR legal counsel.
Scripts may be used as is and may not be altered under any circumstance*
What You Should Look For in an Agent

Buying or selling a home or property is one of life’s biggest financial transactions.

To navigate the twists and turns of the process, you’ll want a real estate expert by your side.

To find the pro who’s right for you:

Ask for references.

Ask about their track record.

Ask about their specialty real estate education.

And ask if the agent is a REALTOR®.

REALTORS® are bound by a strict code of ethics and committed to putting you first.

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Buying or selling a home is a big step.

Luckily, the U.S. has a transparent real estate system, where homebuyers have access to the local market of properties for sale, and home sellers can attract a pool of potential buyers.

This system, called the Multiple Listing Service, is a real advantage for consumers.

So is working with a professional who will watch out for your best interests.

Ready to buy or sell? Let the expertise of a REALTOR® guide you.

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Agents who are REALTORS® work across the U.S. to help people from all backgrounds find a home that's right for them.

They also champion important issues like fair lending standards and robust fair housing education and laws.

REALTORS® are bound by a strict Code of Ethics, and believe that every aspiring homeowner should have a fair shot at their American dream.

Start your real estate journey with an agent who's a REALTOR®.