



Maximizing REALTOR® Value

:60 Audio Spot

There's a difference between a real estate agent and a REALTOR®. REALTORS® are members of the National Association of REALTORS® who are bound by a strict Code of Ethics.

And REALTORS® are there to help guide you in the most important transaction you'll ever make – property ownership.

Whether you are buying or selling, an agent who is a REALTOR® can help you unlock the door to your American Dream.

By living and working in the communities they serve, they know local home values, inventory, and trends affecting the market.

And, with access to proprietary data and research, REALTORS® can help you make informed decisions.

From the search and the offer, to inspections, negotiations, and ultimately closing the deal, REALTORS® have the ethics and expertise to partner with you and guide you along the path to ownership.

When the time comes for your home purchase, work with someone you trust—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



How LBMs Ensure Efficiency

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There's a difference between a real estate agent and a REALTOR®. REALTORS® are members of the National Association of REALTORS® who are bound by a strict Code of Ethics.

REALTORS® are mostly small business owners who ensure buyers and sellers experience the greatest transparency, choice, and efficiency through independent, local broker marketplaces that level the playing field for all types and sizes of residential real estate brokerages.

These real estate professionals are skilled at navigating local broker marketplaces, which help ensure everyone has access to the housing market.

They ensure buyers have access to the largest number of potential housing options.

And they ensure sellers have access to the largest pool of potential buyers.

Because every homeowner deserves the opportunity to sell their home for the best value.

And every hopeful homebuyer deserves the opportunity to achieve the American dream of home ownership.

When you are ready to buy or sell a home, work with an agent who's a REALTOR®.

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REALTORS® Relief Foundation

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There's a difference between a real estate agent and a REALTOR®. REALTORS® are members of the National Association of REALTORS® who are bound by a strict Code of Ethics.

Through the REALTORS® Relief Foundation, REALTORS® provide housing-related assistance after disasters.

When tornadoes touched down in Oklahoma in February, the REALTORS® Relief Foundation was there.

When a historic snowstorm paralyzed parts of California earlier this year, the REALTORS® Relief Foundation was there.

And it was there . . . when fires fanned out in New Mexico in 2022.

Agents who are REALTORS® support, rebuild, and empower communities in the wake of disaster.

For members of the National Association of REALTORS®, it's about more than helping you find your next home—

It's about uplifting families and giving back.

Whether you need a home or a helping hand, have an agent who is a REALTOR® by your side.

Because with REALTORS®, hope always has a home.

Work with an agent who's a REALTOR®.

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Remodeling Impact Report/Research

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There's a difference between a real estate agent and a REALTOR®. REALTORS® are members of the National Association of REALTORS® who are bound by a strict Code of Ethics.

And REALTORS® have access to all sorts of proprietary data and information that can help you make smart decisions about your real estate purchase or sale.

Like the Remodeling Impact Report, from the National Association of REALTORS®.

This research report covers a variety of interior and exterior home projects, their appeal to buyers, and estimates what costs homeowners can recover if they sell. And it helps you decide, whether to renovate that bathroom, add a patio, or even install a fire pit.

It's the kind of information – along with a REALTOR®'s deep expertise about the local market -- that helps you match your goals and budget to the projects that will pay off at resale.

So when it comes to maximizing your home's value -- and getting the most enjoyment from it -- work with an agent who's a REALTOR®.

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