



## WHY USE A REALTOR®

Using a REALTOR® is standard for most homebuyers and sellers—roughly 90% of buyers use one—because they provide expert guidance through one of the largest financial transactions of a person's life. While not legally required, agents act as your advocate, managing complex paperwork, identifying property risks, and negotiating on your behalf.

REALTORS® are members of the National Association of REALTORS® and subscribe to its strict Code of Ethics. When you're buying a home, here's what an agent who's a REALTOR® can do for you.

### Core Benefits for Sellers

- Higher Sale Price: On average, homes sold with an agent's help sell for significantly more than those sold by the owner (FSBO).
- Maximum Exposure: REALTORS® provide exclusive access to the Multiple Listing Service (MLS), ensuring your property is seen by a broader pool of qualified buyers and other agents.
- Safety and Vetting: They pre-screen potential buyers to ensure they are qualified and manage all property showings, so you don't have to let unvetted strangers into your home.
- Strategic Pricing: REALTORS® use "comps" (comparative market analysis) to set a competitive price, preventing your home from sitting on the market too long due to overpricing.

### Core Benefits for Buyers

- Expert Negotiation: REALTORS® are skilled negotiators who can help you secure better terms, price reductions for repairs, or navigate intense bidding wars.
- Access to More Listings: Beyond public sites like Zillow, REALTORS® can often find off-market deals or "coming soon" listings through their professional network.
- Spotting "Red Flags": Experienced agents can identify potential structural issues, water damage, or outdated systems during a tour that an excited buyer might miss.
- No Out-of-Pocket Cost: In many transactions, the seller pays the commission for both the listing agent and the buyer's agent, meaning professional representation often costs the buyer nothing upfront.

### Universal Advantages

- Paperwork and Legalities: Real estate involves a "mountain of paperwork." REALTORS® ensure all disclosures and contracts are filed correctly to avoid legal pitfalls or transaction delays.
- Emotional Buffer: Buying or selling is stressful. An objective third party helps keep the deal focused on facts and fair market value when emotions run high.
- Vetted Referrals: REALTORS® have established networks of trusted mortgage lenders, home inspectors, and contractors, saving you the time of finding reliable service providers on your own.