

# 7 Reasons to Work with a Realtor



Realtors aren't just agents. Realtors are professional members of the National Association of Realtors and pledge to uphold its strict code of conduct and ethics. Here are some advantages to using a Realtor for your home sale or purchase:

## 1 An Expert Guide

Selling a home usually requires dozens of forms, reports, disclosures and other technical documents. A well informed expert will help you prepare the best deal and help avoid costly delays or mistakes. Also, there is a lot of terminology involved, so you want a professional who can speak the language.

## 2 Objective Information and Opinions

Realtors can easily provide local information on utilities, zoning, schools and more. They also have objective information about each property. Realtors have data at their fingertips to help you determine if the property has what you want and need.

## 3 Property Marketing Power

Properties don't sell due to advertising alone. A large part of real estate sales comes from a Realtor's contacts with previous clients, friends, family and business associates. When a property is marketed by a Realtor you do not have to worry about allowing strangers in your home. Your Realtor will generally prescreen and accompany qualified prospects through your home.

## 4 Negotiation Knowledge

There are many issues up for discussion when negotiating the sales contract. A Realtor will look at every angle from your perspective, and help you create a sales contract that provides you with ability to proceed.

## 5 Up-To-Date Experience

Most people sell only a few homes in a lifetime, with quite a few years in between. Even if you've done it before, laws and regulations change over time. Realtors handle hundreds of transactions over the course of their career and have knowledge of current information.

## 6 Your Rock During Emotional Moments

A home is much more than 4 walls and a roof. For most people, their home represents the biggest purchase they will ever make and has emotional ties. Having a concerned, objective professional helps you stay focused on the issues that are most important to you.

## 7 Ethical Treatment

Every Realtor must adhere to a strict code of ethics, which is based on professionalism and protection of the public. As a client of a Realtor, you can expect honest, ethical treatment in all transaction related matters.