

# Why Use a REALTOR®?



For most people buying or selling a home involves their most expensive asset. It's an important transaction with significant financial and emotional factors involved. Having the proper representation is critical. Here are 5 reasons why you should consider hiring a REALTOR® to guide you through the process and keep your best interests in mind.



## Education and Experience

Every home is different and real estate transaction requirements change over time. REALTORS® stay current with the updates in regulations, laws, contracts and practices. Ask questions to ensure you feel comfortable with the services, education, experience and communication of the person you choose to be your advocate in the process. Your REALTOR® can often provide valuable information about a home that you may not have known otherwise.



## Market Conditions

REALTORS® tend to be local experts in their communities and can share the most accurate information regarding current real estate trends. A REALTOR® will help to guide clients to make informed decisions about buying and selling by providing current data for similar homes in the area. Keep in mind that online estimates are often inaccurate due to using public tax records and not adjusting for important considerations in sales data like condition, location, bedrooms, bathrooms, etc.



## Contracts and Negotiations

Today's contracts have many pages and one tiny mistake could be costly. REALTORS® can help you navigate these complex documents and present your considerations in the best way possible. They are also trained to hold your information confidential from competing interests. Your REALTOR® is not just a messenger in the process. They bring an objective voice to a very subjective and often emotional situation.



## Building Relationships

An important factor in a REALTOR®'s continued success is referrals from past clients. They will often mail updates to keep you informed and stay in touch after closing. When a real estate question comes up, your REALTOR® will be ready to assist you. Many REALTORS® network with other professionals you need to help protect your investment and can give you a list of references to help you make a wise selection for other services.



## Following a Code of Ethics

When you work with a REALTOR®, you are partnering with a professional who operates according to a strict code of ethics. Many people nationwide have licenses to sell real estate, but only those who belong to the National Association of REALTORS® (NAR) can use the term REALTOR®. The REALTOR® Code of Ethics ensures that you are treated professionally and ethically in all transaction-related matters. NAR members have access to a wide range of educational opportunities and are often active in community service, economic development issues and neighborhood organizations.

**Contact a REALTOR® to learn more today!**



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SAINT PAUL AREA ASSOCIATION OF REALTORS®

