

10 REASONS TO USE A REALTOR®

PRICE

REALTORS® help you list at the optimal price to get you the most money for your property without letting it sit on the market for ages.

MASTER NEGOTIATOR

REALTORS® are required to complete regular training to further their knowledge. This means they have extensive negotiation training to help you get the best price as a buyer or seller.

PROCESS EXPERTS

REALTORS® go through the buying and selling process on a daily basis. Laws and regulations change, as does the market. Let their knowledge work for you!

MARKETING POWER

REALTORS® know marketing a property isn't one size fits all. They know the best ways to market different types of properties, and have a network of other agents within their brokerage to put more muscle behind the marketing.

ACCESS TO INFORMATION

REALTORS® have access to more properties through their MLS than the general public. Whether you're listing or buying, this means more exposure and more options.



MASTER OF PAPERWORK

The amount of paperwork required to list or sell a home is extensive. Without the knowledge of a REALTOR®, it is easy to miss a step or create a mess that can be difficult to get out of.

CONNECTIONS

REALTORS® are connected! They have a network ready to spread the word about your listing or buying preferences.

ETHICS

REALTORS® are held to a strict code of ethics, which requires them to keep you, their client, in the forefront of all of their interactions.

PROPERTY RESEARCH

REALTORS® often tour other listings when they go on the market, meaning many times they have previewed a home before recommending it to you. This helps prevent you from spending time touring a property that won't be a good fit for you.

NEIGHBORHOOD KNOWLEDGE

REALTORS® live and work in their service area, meaning they know the neighborhoods, attractions, crime rates, school systems, and many other details. They can educate you on the best areas for your lifestyle.