

## WHY YOU SHOULD USE A REALTOR®

### REALTORS® Share Their Insight

REALTORS® are often aware of properties that are not advertised. An unadvertised home, that you would have no way of knowing about other than through a REALTOR®, could be the dream home you have been searching for. Also, experienced REALTORS® know how to search specific databases to find the choicest homes that fall in line with any buyer's particular price range. From there, a REALTOR® can speed up the search process and efficiently cherry-pick a handful of good fits for the client. At that point, the REALTOR® will call the sellers' agents and make arrangements for multiple showings.

REALTORS® are, also, very well informed concerning the overall prices of other homes in a neighborhood that have recently sold. Your REALTOR® will, then, use that crucial information as leverage to fight for the fairest asking price, possible.

### REALTORS® Offer Expertise

REALTORS® are skilled negotiators who possess a repertoire of negotiating strategies and have a vast knowledge of the multiple contract forms required for each transaction. They know which negotiation strategies are most effective and which ones are not. Whether a discussion would target the asking price, the financing, terms, furnishings, appliances or the condition of the home, a REALTOR®'s bargaining skills can increase your chances of getting more of what you want and require in a home.

REALTORS® are very knowledgeable about the financing process and mortgage loan options that would coincide with your circumstances. A REALTOR® can, also, provide valuable information regarding tax and insurance details that could impact your purchase. This can result in helping you make more informed, more focused decisions that will get you that much closer into a new home that is not only to your liking, but is realistically affordable.

### REALTORS® Have Accurate Information

Many websites claim to offer market information, but only REALTORS® have access to the actual MLS, the most up-to-date and reliable source for listings and market data. In a hot market where times is of the essence, this kind of access is invaluable.

# 13%

According to the 2014 Profile of Home Buyers and Sellers, the average sales price of a home sold by owner (FSBO) was \$208,700 and the average price for a home sold by a REALTOR® was \$235,000. Typically, an agent-assisted home sale has a 13% higher sales price.

source: National Association of REALTORS®