

# WHY YOU SHOULD WORK WITH A REALTOR®

Getting the right price and the right terms for your property, at the right time, is essential. REALTORS® are trained in every aspect of the real estate transaction, from pricing and marketing to closing and legal documents. Working with a REALTOR® can save you time, frustration and doubt, bringing valuable expertise to the table to ensure a smooth and successful transaction.

## **YOU'LL HAVE AN EXPERT GUIDE**

Selling a home usually requires disclosure forms, inspection reports, mortgage documents, insurance policies, deeds, and multi-page settlement statements. A REALTOR® will help you prepare the best deal and avoid delays or costly mistakes.

## **BENEFIT FROM THEIR NEGOTIATING EXPERIENCE**

There are many negotiating factors beyond the list price. Your agent will advise you through them all.

## **PROPERTY MARKETING POWER**

Real estate doesn't sell due to advertising alone. A large share of real estate sales come from an agent's contacts. When a property is marketed with the help of a REALTOR®, you don't have to allow strangers into your home. Your REALTOR® will pre-screen and accompany qualified prospects.

## **REAL ESTATE HAS ITS OWN LANGUAGE**

If you don't know a CMA from a PUD, work with a professional who is immersed in the industry and knows the real estate language.

## **REALTORS® HAVE DONE IT BEFORE**

Most people buy and sell only a few homes in a lifetime, and laws and regulations change. REALTORS®, on the other hand, handle hundreds of real estate transactions over the course of their career.

## **SELLING IS EMOTIONAL**

Selling your home can be an emotional undertaking. A home often symbolizes rest and security – it's not just four walls and a roof. Have a concerned, but objective, third party helps you stay focused on both the emotional and financial issues most important to you.

## **ETHICAL TREATMENT**

Every member of the National Association of REALTORS® makes a commitment to adhere to a strict Code of Ethics. As a customer of a REALTOR®, you can expect honest and ethical treatment in all transaction-related matters.



**ReeceNichols**  
REAL ESTATE