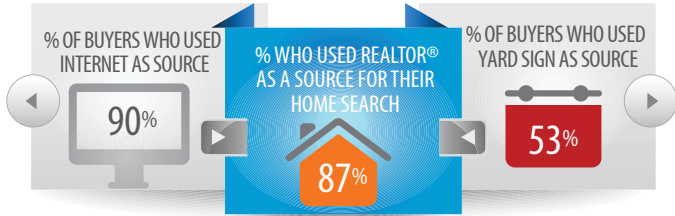


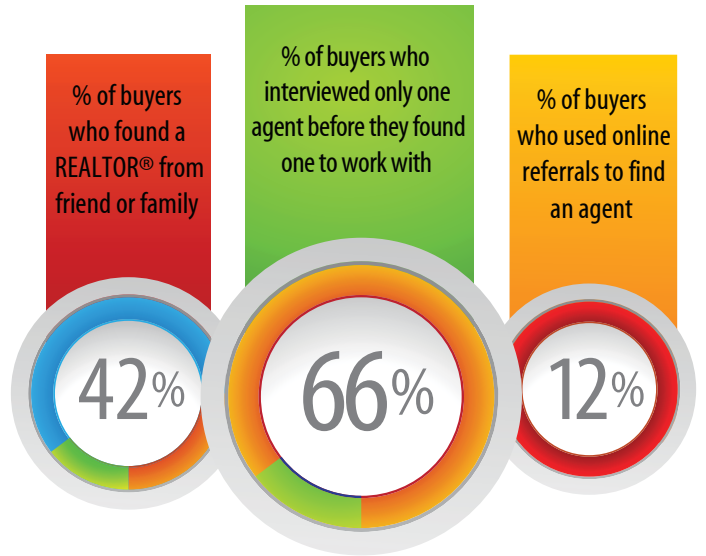
WHY USE A REALTOR®



SOURCES USED IN HOME SEARCH



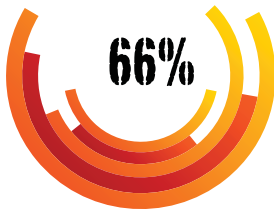
HOW TO FIND A REALTOR®



WHO BUYS A HOME



Were first-time home buyers



Home buyers who were married



Buy for a desire to own a home

IT PAYS TO USE A REALTOR®

Sellers who used a professional real estate agent received 18.7% more than those who sold on their own.



TOP 8 REASONS TO USE A REALTOR®



- Navigate a complicated process:** A knowledgeable expert will help you prepare the best deal and avoid delays or mistakes.
- Information and opinions:** REALTORS® can provide local community information on utilities, zoning, schools, and more.
- Help finding the best property:** Sometimes it will take some investigation by your REALTOR® to find all available properties.
- Negotiating skills:** There are many negotiating factors. Your agent can advise you as to what is recommended or required.
- Property marketing power:** A large share of real estate sales comes as the result of a REALTOR'S® contacts - not advertising.
- Someone who speaks the language:** If you don't know a CMA from a PUD, you know why it's important to work with a REALTOR®.
- Experience:** Laws and regulations change. REALTORS® handle many transactions each year. Having an expert on your side is critical.
- Objective voice:** Homebuying and selling can be an emotional undertaking. Having an objective, third party helps you stay focused.



Ethical treatment.

Every REALTOR® makes a commitment to adhere to a strict Code of Ethics. They are also required to complete a refresher course every four years.



QUESTIONS TO ASK A REALTOR®

What designations do you hold and what kind of training do you have?

What types of marketing approaches will you use to sell my home?

How will you keep me informed about the process and how often?

INFORMATION FROM THE NATIONAL ASSOCIATION OF REALTORS®

8 Reasons to Work With a REALTOR®

Not all real estate practitioners are REALTORS®. The term REALTOR® identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

- 1 Navigate a complicated process.** Buying or selling a home usually requires disclosure forms, inspection reports, mortgage documents, insurance policies, deeds, and multipage settlement statements. A knowledgeable expert will help you prepare the best deal, and avoid delays or costly mistakes.
- 2 Information and opinions.** REALTORS® can provide local community information on utilities, zoning, schools, and more. They'll also be able to provide objective information about each property.
- 3 Help finding the best property.** Sometimes the property you are seeking is available but not actively advertised in the market. Your REALTOR® can investigate and help you find all available properties.
- 4 Negotiating skills.** There are many negotiating factors, including but not limited to price, financing, terms, date of possession, and inclusion or exclusion of repairs, furnishings, or equipment. In addition, the purchase agreement should provide a period of time for you to complete appropriate inspections of the property before you are bound to complete the purchase. Your REALTOR® can advise you as to which are recommended or required.
- 5 Property marketing power.** Real estate doesn't sell due to advertising alone. In fact, a large share of sales comes as the result of a REALTOR'S® contacts through previous clients, referrals, friends, and family. When a property is marketed with the help of a REALTOR®, you can prescreen and accompany qualified prospects through your property and limit strangers walking through your home.
- 6 Someone who speaks the language.** If you don't know a CMA from a PUD, you can understand why it's important to work with someone who knows the lingo.
- 7 Experience.** Most people buy and sell only a few homes in a lifetime, usually with quite a few years in between each purchase. Even if you have done it before, laws and regulations change. REALTORS®, on the other hand, handle hundreds of real estate transactions over the course of their career. Having an expert on your side is critical.
- 8 Objective voice.** A home often symbolizes family, rest, and security — it's not just four walls and a roof. Because of this, homebuying and selling can be an emotional undertaking. Having a concerned, but objective, third party helps you stay focused on both the emotional and financial issues.



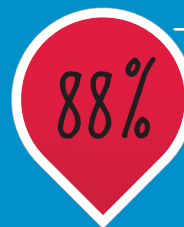
Sellers who used a professional real estate agent received 18.7% more than those who sold on their own.



Those who were in their homes for 11-15 years saw a median gain of \$52,000, or 28 percent.



Who do people use to buy homes?



real estate agents/brokers



direct from builder



from former owner

Source: 2013 National Association of REALTORS® Profile of Home Buyers and Sellers



REALTORS® give you the expertise you need when buying or selling a home. Look for the "R!"

ColoradoREALTORS.com

Why Work With a REALTOR®?

Did You Know... Not everyone licensed to sell real estate in Colorado is a REALTOR®?

REALTORS® have access to special comprehensive property information, resources and research results available only to them and which will help you make the best decisions about where to live and what to buy.

Only REALTORS® voluntarily subscribe to a Code of Ethics that is founded on professional service and fair treatment.

REALTORS® belong to a network of over 1,000,000 members across the country which helps increase your chances of successfully finding the right new home or the right buyer for your current home.

Through continuing education, REALTORS® have the most current marketing, business and legal information along with advanced training in a variety of areas, such as social media, marketing, legal updates and contracts.

Other things you should know about REALTORS®

REALTORS® helped create the home mortgage interest deduction and we are now fighting to protect that important tax benefit of owning a home.

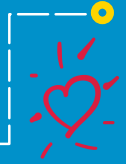
REALTORS® protect your rights as a homeowner at the local, state and national level by advocating private property rights and by lobbying elected officials to protect those rights.

REALTORS® are active members of the communities in which they work, supporting local causes and working towards safe and healthy communities.

Look for the "R"



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