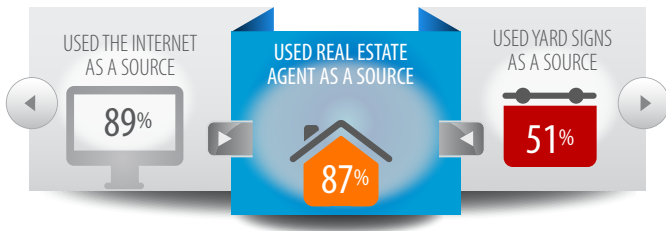


WHY USE A REALTOR®



SOURCES USED IN HOME SEARCH



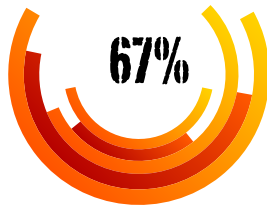
HOW TO FIND A REALTOR®



WHO BUYS A HOME



Were first-time home buyers



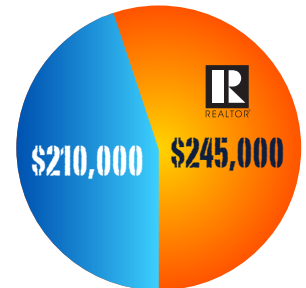
Home buyers who were married



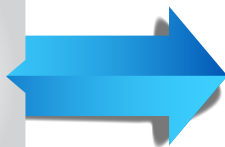
Buy for a desire to own a home

It pays to use a REALTOR®

The typical For Sale By Owner home sold for \$210,000 compared to \$245,000 for agent assisted home sales.



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 practitioner'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 several transactions each year. Having an expert on your side is critical.
- Objective voice:** Home buying and selling can be an emotional undertaking. Having an objective, third party helps you stay focused.

Questions



to ask a REALTOR®

- What types of marketing approaches will you use to sell my home?
- How will you keep me informed about the process and how often?
- What real estate designations and additional training do you have?

FIND A HOME FASTER!



The typical buyer who only used their agent spent only 5 weeks searching and visited 5 homes. Those who used the Internet too searched for 10 weeks and visited 10 homes.

DATA FROM THE NATIONAL ASSOCIATION OF REALTORS®
2015 PROFILE OF HOME BUYERS AND SELLERS

Knowledge Happens Here



www.ColoradoREALTORS.com