

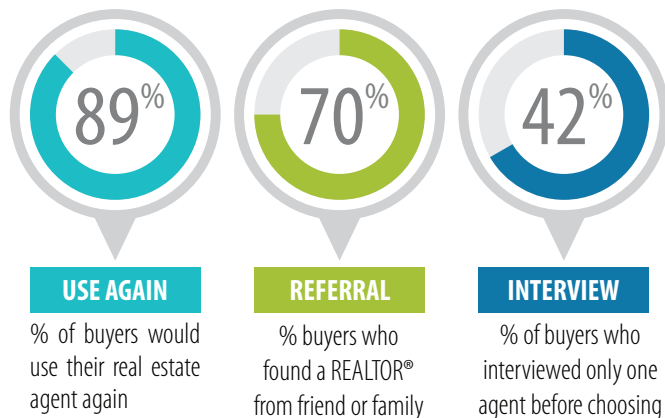
# WHY USE A REALTOR®



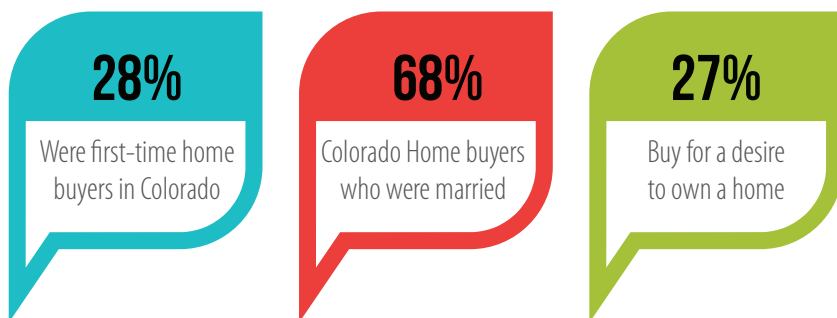
## SOURCES USED IN HOME SEARCH



## HOW TO FIND A REALTOR®



## WHO BUYS A HOME



## IT PAYS TO USE A REALTOR®

Nationally, agent-assisted homes sold for 32% more than For-Sale-By-Owner homes. In 2017, the Colorado median home price was \$342,500.

**32%**

### 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.



## 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® 2017 PROFILE OF HOME BUYERS AND SELLERS

# 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 me increase your chances of successfully finding the right 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 are now fighting to protect that important tax benefit of owning a home.
- REALTORS® protect your rights as a homeowner at the state and national level by supporting candidates who believe in 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"



The typical buyer was 45 years old with a median household income for 2016 of \$101,500.



The typical Colorado home buyer searched for 8 weeks and viewed 8 homes.



real estate  
agents/brokers



direct from  
builder



from former  
owner

Who do people  
use to buy homes?

Source: 2017 National Association of REALTORS®  
Profile of Home Buyers and Sellers

colorado association of REALTORS®

ColoradoREALTORS.com

