

REALTOR TOOLKIT

FAQ-General Questions

1. If you're looking to sell your home, what should you do to get it ready for sale and place it on the market?

The first thing to do is consult a REALTOR®. They will know how to price your home and how to make it appealing to buyers. Statistics show that homes sold using a REALTOR® sell for 17% more than homes sold without.

2. If you are looking to buy a home, what are some of the important factors you should consider?

Location, price, personal financial and family situation

Your REALTOR® can provide you with information about neighborhoods, school districts and realistic pricing because of their vast knowledge of the local community.

3. Aren't REALTORS® just acting as cheerleaders for the marketplace?

We want buyers and sellers to know the facts about the market today and over the long term. Inaccurate stories in the media have turned many consumers sour to the idea of buying a home, and that's a shame because now is a great time to buy. Prices have moderated and are not likely to go lower, interest rates are approaching 40-year lows and inventory is abundant.

4. Why should a seller use a traditional REALTOR® as opposed to a discounted broker or doing it themselves? Why pay all that commission?

Today's sellers have more service options than ever, and that's great! The majority continue to find that REALTOR® add a great deal of value, through their market savvy and by helping the seller navigate the myriad individual steps involved in selling a house. REALTORS® also must adhere to a code of ethics.



MAKING A MOVE
2008 The right time
for **REAL ESTATE.**