



Why You Really Need a Licensed Realtor

Real estate transactions are a big deal - big money, and big complexities, even with a transaction that seems straightforward. A Realtor represents your best interests, and handles all this and more:

- 1 Researching the local market and specific neighborhood to make sure sellers and buyers are getting their *best price*, accounting for property condition, location, and many fine details based on expert comparisons with other recent sales and listings.
- 2 Realtors are experts on the promulgated *contract forms* that account for every aspect of the transaction, including property legal descriptions, down payments, option fees, surveys, tax prorations, title policies, exclusions, and much more.
- 3 *For Sellers*, Realtors guide you strategically in staging and preparing your property for sale, provide security for you and your property by limiting access to qualified buyers, help you understand and properly navigate contract and disclosure obligations, and advertise your property across a wide network of other agents and potential buyers.
- 4 *For Buyers*, Realtors are the experts on school districts, neighborhoods, and changing property values over time. They have access to multiple resources to find homes for sale, and work with proven professional property inspectors, mortgage lenders, title insurance companies, and others that work together to get you to and through the closing table.
- 5 *And* Realtors manage the complicated negotiations around pricing, option periods, repairs, lender requirements, interest rates, parties that do not live up to their obligations, plus all the personal dynamics of working with other people, including emotions, family needs, illness, heirs, finances, relationships forming or breaking apart - all the circumstances that can influence the process.

The bottom line? You will likely buy or sell real estate only a few times in your lifetime, but Realtors manage multiple transactions every year. Experience matters. Interview some Realtors. Hire the best fit for you. *You're welcome!*