

WHY USE A REALTOR®?



EXPERTISE

Working with a REALTOR® means gaining a **trusted partner** in the homebuying journey. When you partner with a REALTOR®, you get access to an **expert negotiator** that makes you a top priority.

COMMUNITY

A home isn't just a home. It's also about the neighborhood, the commute, and the community. **REALTORS® live and work in your community**; and have knowledge of the area.



ADVOCACY

REALTORS® will represent you, fight for you, and **protect your right to fair housing**. REALTORS® believe fairness is worth fighting for, and won't stop until the fight is won.

ETHICAL & TRUSTWORTHY

REALTORS® abide by a **Code of Ethics**, that sets a higher standard for fairness in housing than any federal law. REALTORS® know how to spot a scam and **keep you safe**.



EXPOSURE

Using a **cooperative system** called the **multiple listing service**, your agent can help you evaluate all active listings that meet your criteria, alert you to listings coming soon to the market, and provide data on recent sales.

IS YOUR AGENT A REALTOR®?

THE ESSENTIAL REAL ESTATE AGENT

Buying a home is the largest and most complex transaction most people will make in their lifetime, with volumes of property, neighborhood, transaction, legal and regulatory details to navigate. Having an expert, local professional manage the process is more important than ever.

NAVIGATING THE BUYING PROCESS

Real estate agents wear many hats...



- Know local, county and state property taxes
- Decipher public property information
- Advise on price trends, schools and neighborhoods

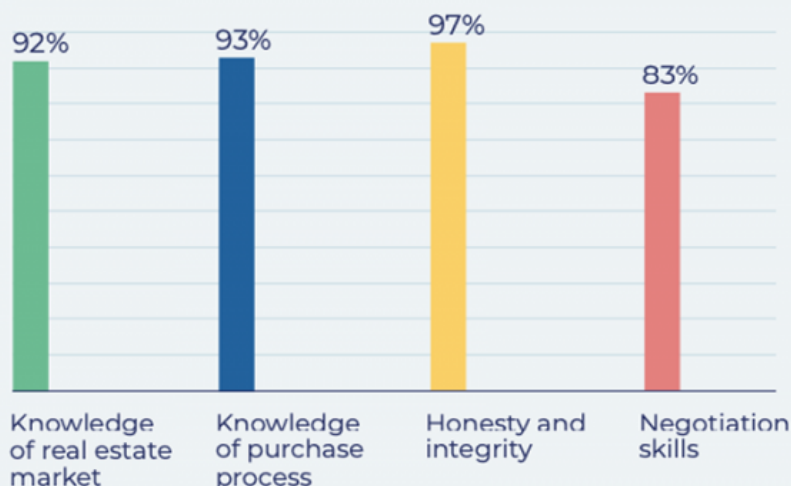


- Coordinate with lenders
- Research mortgage rates and terms
- Schedule appraisals and inspections



- Manage attorney reviews
- Navigate all required state and federal forms
- Handle closing documents

HOME BUYERS' SATISFACTION WITH REAL ESTATE AGENTS



Data according to National Association of REALTORS® 2019, 2020 and 2021 Profile of Home Buyers and Sellers Reports

AN EXPERT RESOURCE



91%

of home buyers consider their real estate agent to be a useful source of information.



85%

of first-time home buyers say their real estate agent helped them understand the home buying process.

REAL ESTATE AGENT TO-DO LIST

- ☐ Educate clients about transaction process
- ☐ Search broadest database of available homes
- ☐ Research information about properties
- ☐ Arrange tours of homes
- ☐ Navigate home inspections
- ☐ Negotiate best possible price

YOUR ADVOCATE

Expert real estate agents save home buyers time and help take stress out of the process. In fact, **90%** of home buyers say they would engage their real estate agent again or recommend them to others.

ECONOMICS OF BUYING A HOME

HOW REAL ESTATE BROKER
COMPENSATION WORKS BENEFITS
BUYERS AND SELLERS ALIKE

The current way brokerage services are paid prevents a greater cost burden that would be especially devastating for first-time and low-income home buyers.

If buyers had to pay real estate broker compensation directly, it would add **thousands of dollars** to an **already costly transaction**.



The typical American household has an average of **\$5,300** in the bank*.

That's a third of the median down payment on a starter home, which is **\$16,100 or 7%** for first-time homebuyers**.



Since most lenders don't allow real estate broker compensation to be financed, every 1% of broker commissions that first-time buyers pay out of pocket would put their home **\$2,300** further out of reach.

*Bankrate inflation-adjusted data from the Federal Reserve 2019 Survey of Consumer Finances

** In 2021, median downpayment was 12% for all buyers, 7% for first-time buyers, (NAR 2020 Profile Home Buyers and Sellers report). Actual dollar amounts based on national median starter home price in Q1 of 2020 according to NAR Q1 First-Time Homebuyer Affordability Index

LOCAL BROKER MARKETPLACES IN ACTION

Multiple Listing Services (MLSs) are independent broker marketplaces that connect buyers and sellers of real estate in the U.S. through their respective agents. Local broker marketplaces give first-time, low-income and other buyers better access to the American dream of homeownership while also exposing a seller's property to the greatest number of potential buyers.

WHAT LOCAL BROKER MARKETPLACES DO FOR YOU:

Largest databases of available homes



Most up-to-date home status information



Maximized visibility of homes for sale



Verified, trusted, detailed and accurate property information



Facilitate cooperation between buyer and seller brokers



Equal opportunity for all home buyers and sellers



Easy to find the agent selling the home



Level playing field between large and small brokerages



A WORLD WITHOUT LOCAL BROKER MARKETPLACES:

No centralized source of available homes



Outdated home status information



Fewer homes for buyers to choose from on real estate websites



Unverified, inaccurate and unreliable property information



Buyers/sellers would likely have to pay to list on websites



Residents without access to brokerages would have fewer options



Inconsistent broker information in listings across marketplace



Markets become broker-controlled

