



Using a REALTOR® - You Be The Judge!!

How Do Real Estate Agents Get Paid?

1. Real estate agents or brokers are generally paid through the sales commission paid by the seller when a transaction closes.
2. Agents have expenses and financial obligations just like you, so it will be to your mutual benefit if you choose a real estate agent and stick with that person.
3. The agent will respect your loyalty and respond with a sincere commitment to you.

Why A REALTOR®?

1. All real estate licensees are not the same.
2. Only real estate licensees who are members of the National Association of REALTORS® are properly called REALTORS®.
3. They proudly display the REALTOR "®" logo on the business card or other marketing and sales literature. REALTORS® are committed to treat all parties to a transaction honestly.
4. REALTORS® subscribe to a strict code of ethics and are expected to maintain a higher level of knowledge of the process of buying and selling real estate.
5. An independent survey reports that 84% of homebuyers would use the same REALTOR® again.

You Be the Judge!

1. Real Estate transactions involve one of the biggest financial investments most people experience in their lifetime.
2. Transactions today usually exceed \$100,000.
3. If you had a \$100,000 income tax problem, would you attempt to deal with it without the help of a CPA?
4. If you had a \$100,000 legal question, would you deal with it without the help of an attorney?
5. Considering the small upside cost and the large downside risk, would it not be foolish to consider a deal in real estate without the professional assistance of a REALTOR® ?

