



# Hiring a Real Estate Professional

## **They Protect Your Best Interests**

Just as you'd turn to a trusted surgeon for a medical procedure or an attorney to help with a legal woe or contract, hiring a professional real estate agent helps to ensure that all your family's interests are well served. From navigating complicated processes to negotiating on your behalf, it's important to have an advocate on your side.

## **They've Done the Homework**

In the United States, it takes between 60-180 hours of course work before you can even sit for the real estate exam. During that time, we learn principles which include property valuation, escrow procedures, financing, and taxes. We learn state and federal law which includes writing binding contracts and leases, titles, liens and encumbrances, unlawful discrimination. We then learn safe and fair practices for working with sellers and buyers that include communication skills, marketing, pricing, and a wide spectrum of necessary technology and tools needed to list and sell real estate in today's world.

## **Standards Matter**

There is a difference between just being a licensed agent and being a REALTOR®. A Realtor® is a real estate agent who is an active member of the National Association of Realtors®, which was founded in 1908, and is one of the largest trade associations in the United States. To join this organization, agents must not only have a valid license, but impeccable conduct records and adhere to an extensive Code of Ethics and Standards of Practice.

For buyers like you, that means hiring a REALTOR® allows you more peace of mind knowing that your representative has been thoroughly vetted and has sworn an oath to those professional ethics and standards.

### **"Legal Ease"**

As you might imagine, managing contracts, addendums, contingencies, and caveats in a world that has become more litigious than ever is not for the faint of heart. Just as a CPA might help you successfully wade through ever-changing tax codes to confidently file a tax return, a real estate professional helps home sellers expertly and legally navigate price, terms, conditions, and contracts with a lot more peace of mind.

