

WHY USE A REALTOR®



IT PAYS TO USE A REALTOR®

Sellers who used a professional real estate agent received 18.7% more for their home than those who sold on their own.



% WHO USED REALTOR® AS A SOURCE FOR THEIR HOME SEARCH



% OF BUYERS WHO USED INTERNET AS SOURCE



ETHICAL TREATMENT

Every REALTOR® makes a commitment to adhere to a strict Code of Ethics. They are also required to complete a refresher course every four years.

Source: National Association of REALTORS®

REALTOR® Code of Ethics



1. Protect and promote your client's interests, but be honest with all parties.
2. Avoid exaggeration, misrepresentation, and concealment of pertinent facts. Do not reveal facts that are confidential under the scope of your agency relationship.
3. Cooperate with other real estate professionals to advance your client's best interests.
4. When buying or selling, make your position in the transaction or interest known.
5. Disclose present or contemplated interest in any property to all parties.
6. Avoid side deals without your client's informed consent.
7. Accept compensation from only one party, except with full disclosure and informed consent.
8. Keep the funds of clients and customers in escrow.
9. Assure, whenever possible, that transactional details are in writing.
10. Provide equal service to all clients and customers.
11. Be knowledgeable and competent in the fields of practice in which you ordinarily engage. Obtain assistance or disclose lack of experience if needed.
12. Present a true picture in your advertising and other public representations.
13. Do not engage in the unauthorized practice of law.
14. Be a willing participant in Code enforcement procedures.
15. Ensure that your comments about other real estate professionals are truthful, and not misleading.
16. Respect the agency relationships and other exclusive relationships recognized by the law that other REALTORS® have with clients.
17. Arbitrate contractual and specific non-contractual disputes with other REALTORS® and with your clients.