

THE ESSENTIAL REAL ESTATE AGENT

WHY REAL ESTATE AGENTS ARE CRITICAL TO THE HOME BUYING PROCESS

Buying a home is the single 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 to manage the process is more important than ever before.

NAVIGATING THE BUYING PROCESS

Real estate agents wear many hats....



Community

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



Financial

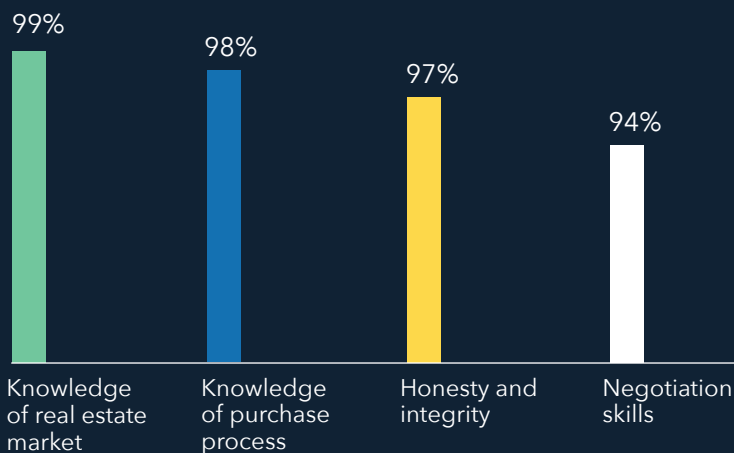
- Coordinate with lenders
- Research mortgage rates and terms
- Schedule appraisals and inspections



Legal

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

HOME BUYERS' SATISFACTION WITH REAL ESTATE AGENT'S SKILLS AND QUALITIES**

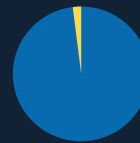


*Including both "very useful" and "somewhat useful"

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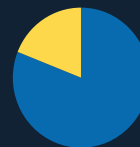
Source: National Association of REALTORS® 2018 Profile of Home Buyers and Sellers report

AN EXPERT RESOURCE



98%

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



81%

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

YOUR ADVOCATE

Working with a trusted and knowledgeable real estate agent not only saves home buyers time, but also helps take stress out of the process for them. In fact, 90% of home buyers say they would use their real estate agent again or recommend them to others.



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