

# REALTORS®: YOUR BEST RESOURCE



BY PAM McCURRY

Consumers buying or selling a home are faced with a growing number of questions and uncertainties given today's market conditions. The media feeds our uncertainty with conflicting information from day-to-day. Information circulating about the national real estate market does not necessarily apply to homebuyers and sellers in your city.

What buyers and sellers need is specific market data for their particular city and neighborhoods of interest. The best way to get current information, such as current homes for sale, homes that have recently sold, number of days on the market and average sales prices, is from a local Realtor®.

## **WHY ARE REALTORS® YOUR BEST RESOURCE?**

Nearly 90% of homebuyers and sellers choose to work with a Realtor®. The number one reason cited by consumers for using a real estate professional is they provide expertise on negotiating and closing a complicated legal process. Additionally, national surveys have shown that houses sold by Realtors® sell for 16% more than those sold by individuals.

Agents have also shown to sell homes in a shorter period of time. The key to a quick sale is the right pricing, and Realtors® have the advantage. They spend years becoming familiar with specific neighborhoods and provide the most accurate market analysis at no cost.

Realtors® are committed to serving their clients' needs. They make every effort to stay informed of current market conditions and regularly

partake in continuing education courses. They choose experienced partners to work with throughout the buying and selling process to ensure the smoothest transaction possible.

## **WHY DO TOP PRODUCING REALTORS® USE HOMES & LAND?**

Because they're committed to giving their clients every advantage to help them sell their home. A solid marketing plan is very important, and Homes & Land provides Realtors® with full service marketing for your home. Your home is promoted in this quality magazine, direct mailed to targeted homebuyers, and posted on HomesAndLand.com and more than 20 other real estate websites. Homes & Land puts your home in front of thousands of potential buyers everyday.

**For help buying or selling your next home, call a REALTOR® in this magazine today!**