

WHO WILL BEST SERVE YOUR HOME BUYING AND SELLING NEEDS?

Look at the Tale of the Tape....

REALTORS®

Real Estate Licensees



VS.

In addition to abiding by state licensing and regulatory laws, a REALTOR® must abide by a Code of Ethics in their dealings with clients

ETHICS & PROFESSIONALISM

Licensees are bound only by state licensing and regulatory laws

Beyond the required classes for renewing their license, REALTORS® must take Ethics training every 4 years and Professionalism training every 2 years. Plus, REALTORS® can hold Designations

EDUCATION

Licensees must only complete continuing education every two years

REALTORS® have access to exclusive resources from national, state and local associations, ensuring they are on top of real estate trends and best prepared to serve their clients

RESOURCES

Licensees have access to resources made available by their firms and to the general public

REALTORS® are on the frontlines, lobbying on behalf of home owners to ensure the American Dream of home ownership is not compromised

ADVOCACY

Licensees are not organized and not able to leverage their numbers to advocate for home owners and the industry

REALTORS® have access to an electronic keypad system, a secure system to ensure that your house and belongings are safe

SAFETY & SECURITY

Licensees only have access to combination lock boxes that can cause a security issue if the combinations are not updated frequently

REALTORS® can obtain more market data and research to better assist your buying or selling needs

DATA & RESEARCH

Licensees have access to market data and research made available to the public.



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