

# The Role of Your REALTOR®

Whether you are buying a home for the first time, selling to move into a larger one, or downsizing, the complicated and in some cases daunting issues surrounding today's market underscore the importance of relying on the skills, knowledge and expertise of a REALTOR®.

## Here are the top reasons for working with a REALTOR®:

**D**id you know that there are more than three dozen different disclosure forms that may be required for the completion of a residential real estate transaction in California? REALTORS® can help you wade through the cumbersome and often complicated paperwork that goes hand-in-hand with any real estate transaction, making sure the proper forms are filled out correctly and on time. This includes the crucial purchase agreement, which serves as the contract between a buyer and seller, and is used to formally identify a purchase price; list terms and conditions pertaining to the sale time frame, and other details, such as a written commitment by the seller to cover the costs of any necessary repairs.

**A**s members of their local, state and national trade associations, REALTORS® can tap into the latest technologies serving the housing industry today. This includes Web sites and multiple listing services, as well as market reports detailing crucial data, such as pricing trends; time on the market; and historical sales activity in your neighborhood. In addition, a REALTOR®'s broad market knowledge often makes them experts when it comes to providing a detailed snapshot of where to obtain information about your neighborhood's amenities and services, such as schools, zoning laws, and tax codes.

**B**uying or selling a home calls for solid negotiating power. A REALTOR® can assist with the critical negotiations included in every real estate transaction, and help both buyers and sellers finalize the many details that comprise a final purchase agreement. If you are a buyer, your REALTOR® can work on your behalf with a seller to negotiate a sale price; help you set a date for escrow closing; and help you determine what, if any, repairs you'd like the owner to complete as a part of the terms of the agreement, among other things. If you are a seller, your REALTOR®'s role may include negotiating a sale price, such as so-called "buyer incentives" that help with a buyer's closing costs or other expenses. Your REALTOR® also can help you determine what, if any, repairs you may be responsible for, if requested by the buyer, and negotiate deadlines for their completion.

**Y**our REALTOR® can assist with the coordination of the home-inspection process, and help to ensure that the seller's responsibilities for addressing a buyer's requirements are met. They also may help with the identification of qualified contractors to help perform needed repairs.

**I**f you're selling a home, a REALTOR® can save you time and money by tapping into market data and reports to help you determine a realistic selling price; screening potential buyers; and managing appointments for showings.

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**C**losing the deal takes much more than a handshake. A REALTOR® can provide objective support during the closing process, ensuring both buyer and seller have received the proper documentation for successfully completing a sale transaction and coordinating a final property walk-through.

**W**hether you are a buyer or a seller, your REALTOR®'s role as a valuable resource may not end when you sign the closing documents. In fact, many questions arise for buyers and sellers long after a real estate transaction has been completed, and your REALTOR® may be qualified and eager to assist you wherever possible – this includes help with future real estate transactions.