

05/13/2024



REALTOR® Value

:60 Audio Spot

The real estate industry and housing market have been in the news lately. If you're a potential home buyer or seller, you might be asking yourself:

What does this mean for me?

Who is a trusted source for answers?

Who has the expertise to guide me through the complex process of buying and selling?

Because it's more complex than it sounds. It's more involved than browsing through photos on the web.

There are market trends to evaluate. Interest rates to consider. Housing inventory data to analyze. And that's all before the inspections, negotiations, or mortgage.

You'll want a professional with the expertise to guide you every step of the way.

You'll want an agent who is a REALTOR®, a member of the National Association of REALTORS®, bound by a Code of Ethics and committed to your real estate dreams.

A REALTOR'S® expertise can help from initial search to final walk through.

Work with an agent who is a REALTOR®.

**This script has been approved by NAR legal counsel.*

Scripts may be used as is and may not be altered under any circumstance

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Don't Do This Alone

:30 Audio Spot

Buying a home is a complex and time-consuming transaction.

Just looking for one can take weeks, let alone navigating mortgage lenders, inspections, and negotiations.

You need an ethical professional by your side to guide you through the dozens of steps in the process.

As well as its twists and turns.

An agent who's a REALTOR® can help you unlock your American dream of homeownership.

Work with an agent who's a REALTOR®.

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A REALTOR® is Much More Than an App

:30 Audio Spot

A real estate app might be your first stop when you're house hunting.

But an app can only get you so far.

App filters can't interpret the nuances of each property, address your financial questions, or negotiate the best deal for you.

But an agent who's a REALTOR® has the expertise to guide your real estate journey from initial search to final walk through.

While apps run on an algorithm, REALTORS® run on a Code of Ethics.

Make sure your agent is a REALTOR®.

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