

Why Use a REALTOR®

Smart home sellers realize they need the expertise of a REALTOR® in the sales process. And only REALTORS®, who are members of the National Association of REALTORS®, follow a time-tested Code of Ethics, where other real estate licensees may not.

Why?

Buying and selling real estate is a complex matter. At first it might seem that by checking local picture books or online sites you could quickly find the right home at the right price. But a basic rule in real estate is that all properties are unique. No two properties -- even two identical models on the same street -- are not precisely and exactly alike. Homes differ and so do contract terms, financing options, inspection requirements and closing costs. Also, no two transactions are alike. In this maze of forms, financing, inspections, marketing, pricing and negotiating, it makes sense to work with professionals who know the community and much more. Those professionals are the local REALTORS® who serve your area.

In recent years, through concern over consumer protection, Pennsylvania has passed legislation to require realtors to notify the consumers of the different relationships they might enter into with an agent during a real estate transaction. To protect buyers during the transaction, buyer agency creates a relationship where the agent has loyalty and confidentiality exclusively to the buyer acting solely on their behalf unless otherwise specifically agreed upon between all parties to the transaction. Buyer Agency has helped to alleviate much confusion with consumers and give you the peace of mind that they are making the right investment.

Every real estate broker owes these duties to their home buyer:

- **Loyalty**
- **Diligence**
- **Confidentiality**
- **Obedience**
- **Full Disclosure**
- **Accounting**
- **Care**

These responsibilities are defined by state law, the Realtor Code of Ethics, general principles of agency and court decisions. But what does a Buyer's Agent actually do for you? Like other agents, a Buyer's Agent will show you available homes, point out the property's features, provide financing information and submit the offer to purchase.

A Buyer's Agent, as your representative, will also share valuable and essential information with you (if the agent knows it), such as:

Whether the seller would accept a lower price.

The seller's reason and timetable for selling.

Strengths and weaknesses of the property.

How you might gain a competitive edge over the seller.

How to structure an offer that serves your best interests.

You can ask a Buyer's Agent for advice and assistance in setting your offering price and structuring the other terms of your offer. What's more, you'll have peace of mind knowing an advocate is working on your behalf to help you buy for the best possible price and terms. Every transaction is different and a good Real Estate Agent knows how to face all challenges that you may face and fight for your best interest in every situation.