



What You Need To Know: The Difference Between A Licensed Real Estate Agent and A Professional REALTOR®

Although both licensed real estate agents and professional REALTORS® may buy and sell homes, there are significant differences.

A REALTOR® is a member of the largest trade association in the world, The National Association of REALTORS®, the local state association and a local Board. As a member, the REALTOR® is required to abide by a National Code of Ethics. The Boards are required to police their own by conducting ethics hearings and arbitrations. The Boards are required to help create and maintain an ethical business climate.

A REALTOR® has access to state of the art technology allowing them to assist customers and clients in their search for the ideal home, thereby saving them time, travel and money.

REALTOR® Boards, on a local level, provide education, professional standards procedures, networking opportunities, community services projects, exposure to affiliate members, such as professional mortgage providers, appraiser, etc. They provide a resource center for research purposes to help the agent provide the best competitive marketing analysis, tax information and community information.

For more people, buying a home is the single most important purchase in their lives. To make this a safe and pleasant transaction, contact a REALTOR® -- a professional!



Look for the trademark of a professional REALTOR®