



# The REALTOR® Difference More than just a Licensee!

**Why am I a REALTOR®?** Because, I choose to differentiate myself, set higher expectations and provide my clientele with the best experience possible in a real estate transaction. I pursue professionalism in being an industry leader and strive to continually outperform others with better tools, professional designations, a broader knowledge base and deeper pool of experiences to draw upon. The annual cost of professionalism, of being a REALTOR®, is minimal when compared to its impact on my business and my industry.

As a REALTOR®, I:

- am a voice in Washington, D.C. on behalf of all home owners;
- use Association approved, Georgia specific legal contracts that let you rest easy at night, knowing your transaction is in complete compliance;
- have access to market specific forums and a national resource center to draw upon in the sale or search of your home; and,
- have access to advanced education on current tools, industry certifications and the latest trends.

If a licensed agent can't or won't invest in themselves each year, what makes you believe they would invest the resources necessary to properly market your home?

With less than 50% of the active real estate licensees in Georgia electing to become REALTORS®, homebuyers and sellers need to interview prospective agents and ask the question, "Are you a REALTOR®?"

Are you represented by a REALTOR®?



**REALTORS® have:**

- Higher Production
- Strongest Voice in Washington
- Access to the Best Data and Tools
- Access to Professional Designations
- Support for Local Communities

REALTOR® - A Registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics. Inquiries regarding the Code of Ethics should be directed to the board in which a REALTOR® holds membership.

