

06/03/2024



Your Own Agent

:60 Audio Spot

Buying a home is one of the biggest financial decisions you'll ever make.

And something you don't want to do alone.

That's why it's important you have a professional by your side, representing you and your home buying needs.

Because the seller's agent is working for the seller.

A buyer's agent will help guide the entire journey from finding and touring properties, navigating inspections and negotiations, to closing and more –

Plus any twists and turns along the way.

When you're ready to buy, work with a buyer's agent who is a REALTOR® — a real estate professional bound by a code of ethics and committed to working on your behalf with honesty and transparency.

Agents who are REALTORS® also have access to proprietary tools and housing market data, giving them the insights and expertise to evaluate and compare value —

Because every property, block, and neighborhood is unique.

When you're ready to buy, work with an agent who's 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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What Impacts Price

:30 Audio Spot

There's no ONE thing that determines the price of a home.

There are many things.

Interest rates, inflation, housing inventory, market trends, location, and more.

All of which the expertise of a REALTOR® can help you navigate.

Discover the many ways their ethical guidance can help you achieve your home buying or selling goals - whatever they may be.

Work with an agent who is a REALTOR®, a member of the National Association of REALTORS®.

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Commissions

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Real estate commissions have been in the news lately.

And let's be clear, the National Association of REALTORS® does not set commissions.

In fact, compensation is always negotiable, which puts consumers in the driver's seat.

How much agents charge for their real estate services varies.

So, talk with them about what services you'll want, and how much you'll pay for them.

When you're ready, contact an agent who is a REALTOR®.

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Why Sign an Agreement with an Agent

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When you're ready to buy a home, it's important to have a professional in your corner.

An ally. A partner. An agent who counsels you through one of the biggest financial decisions you'll ever make.

You are making a decision that involves dozens of steps, and a buyer agreement ensures each party knows their role and responsibilities.

And it describes the services you'll receive, including how your agent will be compensated —

All of which you'll want to discuss up front with your real estate professional.

That's why it makes sense to work with an agent who's a REALTOR®.

REALTORS® are members of the National Association of REALTORS®, and are bound by its strict code of ethics, with a duty to honestly represent you, and put your interests above their own.

So have a conversation. Ask questions. And make sure your agent is a REALTOR®.

Before you know it, you'll be unlocking the door to your American dream of homeownership.

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The Code of Ethics

:30 Audio Spot

Buying or selling a home is a big deal.

Literally.

It's one of the largest financial transactions you're likely to make.

So work with someone who will work with your best interests in mind.

Someone who agrees to operate with transparency, honesty, and fairness — every step of the way.

An agent who's a REALTOR®, is bound by a strict code of ethics.

And puts your interests above their own.

Make sure your agent is a REALTOR®.

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