



Maximizing REALTOR® Value

:60 Audio Spot

There's a difference between a real estate agent and a REALTOR®.

REALTORS® are members of the National Association of REALTORS® who abide by a strict Code of Ethics.

And REALTORS® are there to help guide you in the most important transaction you'll ever make.

Whether you're buying or selling, an agent who is a REALTOR® can help you unlock the front door to your American Dream.

By living and working in the communities they serve, they know local home values, inventory, and trends affecting the market.

They have access to proprietary data and research to help you make important decisions.

From the initial search to inspections, negotiations and closing the deal, they'll help you ask all the right questions along the way.

When the time comes for your home purchase, save time, save money, and save yourself the hassle by working with someone you trust—work with an agent who is a REALTOR®.

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

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