

# 3 WAYS TO MAXIMIZE THE VALUE OF YOUR REAL ESTATE AGENT

## 1. USE THEIR EXPERT KNOWLEDGE ON THE HOME BUYING PROCESS

Real estate agents have access to the largest database of available homes in the U.S. via local broker marketplaces. They are expert, local brokers helping consumers navigate what is for many the most complex and important transaction they'll ever do.

While **97%** do research about a home online, 9 in 10 people still chose to work with a real estate agent.\*

**91%** of home buyers consider their real estate agent to be a useful source of information.\*\*

### Top 3 Services Buyers Want Most From Real Estate Agents



Help **finding the right home** to purchase



Help with **terms of sale** and **price negotiations**



Help with **paperwork** (contracts, forms, etc.)

## 2. CHOOSE THE SERVICE, COMPENSATION MODEL AND REAL ESTATE AGENT THAT BEST FIT YOUR NEEDS



### Full-Service Model

Commissions are negotiable at any point during the home buying process



### Flat Fee Model

Negotiate a set price per service



### Reduced Service/ Discounted Fee Models

Flexible offerings and pricing

### ❓ DID YOU KNOW?

**90%**

of homebuyers would recommend their agent, but if you're part of the remaining 10%, there are more than **1.5 million REALTORS®** in the U.S. to choose from.

## 3. LET THEM DO ALL THE HARD WORK AND TAKE THE STRESS OUT OF YOUR HOME SEARCH



**87%** of Americans purchase their home through a real estate agent or broker.

*Regardless of how you find a property, real estate agents are there to show and research every home that fits your needs.*



### Real estate agents also navigate:



**Community knowledge** such as local property taxes and providing objective resources on schools and neighborhoods.



**Financial aspects** like coordinating with lenders and researching mortgage rates.



**Legal matters** like helping buyers manage required state and federal forms and closing documents.