

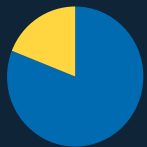
# 3 WAYS TO MAXIMIZE THE VALUE OF YOUR REAL ESTATE AGENT

## 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 the multiple listing service, which supports sites like Realtor.com, Zillow and Trulia.



**98%** of home buyers are satisfied with their agent's knowledge of the real estate market.\*



**82%** of first-time home buyers say their real estate agent helped them understand the home buying process.

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



**Full-Service Model**  
Commission is negotiable



**Flat Fee Model**  
Negotiate a set price per service

Don't forget to make sure your buyer representation agreement includes how your real estate agent will be compensated.

### ❓ DID YOU KNOW?

**90%** of homebuyers would recommend their agent, but if you're part of the remaining 10%, there are more than **1.4 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



**88%** of Americans who search online for a property use a real estate agent.

*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 advising 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.

\*Including both "very satisfied" and "somewhat satisfied"  
Source: National Association of REALTORS® 2019 Profile of Home Buyers and Sellers report