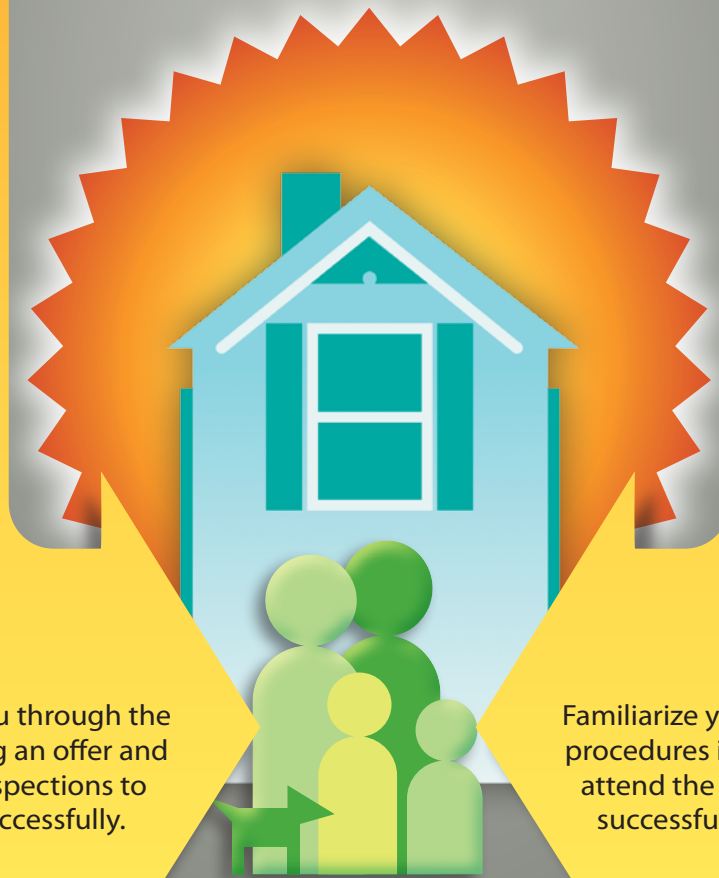


It pays to work with a **REALTOR®**

Not all real estate agents are REALTORS®

REALTORS® are licensed professionals who are members of the National Association of REALTORS®, the New York State Association of REALTORS® and their local board or association of REALTORS®.

They must abide by a strict Code of Ethics, and will ensure you get what you need throughout the entire home buying and selling process.



BUYERS A REALTOR® will...

Access thousands of listings to find those that best match your needs.

Have a network of professionals – from mortgage lenders to service providers – who can smooth your path to homeownership.

Inform you of local real estate values, taxes, utility costs, municipal services and direct you to school district information.

Provide an objective assessment of the homes you consider and help you stay focused on your goals.

Provide the benefit of their experience and knowledge about all facets of the home buying process.

Expertly guide you through the process from making an offer and getting the right inspections to closing successfully.

SELLERS A REALTOR® will...

Help set a realistic, competitive price and guide you through all the required paperwork.

Advise you on ways to improve your home's curb appeal and have a network of service providers who can help.

Professionally market your property using a Multiple Listing Service and multi-faceted advertising.

Help with all aspects including phone inquiries, appointments, open houses, showings, and buyer follow-ups.

Negotiate the best deal for you, assist with counter-offers, help resolve issues and remain objective in handling buyer concerns.

Familiarize you with closing procedures in advance and often attend the event to ensure a successful closing.