



Pennsylvania Association of REALTORS®

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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REALTOR® VS REAL ESTATE AGENT: THE REAL DIFFERENCE

Consumers Should Use a REALTOR® When Buying and Selling Homes

HARRISBURG, Pa. (June 5, 2007) – Although some people may think it’s just another way of saying the same thing, there is a difference between a REALTOR® and a real estate agent.

Only real estate professionals who belong to the National Association of REALTORS® as well as the state (Pennsylvania Association of REALTORS®) and local associations can call themselves REALTORS®.

A real estate agent holds a state license but a REALTOR® is bound by a Code of Ethics that goes above and beyond the requirements of the state licensing law.

“The term REALTOR® has come to connote competency, fairness and high integrity resulting from our adherence to a code of conduct in the business,” says Dominic Cardone, president, Pennsylvania Association of REALTORS®.

In most areas, it is the REALTOR® who shares information on the homes they are marketing, through a Multiple Listing Service (MLS). Working with a REALTOR® who belongs to an MLS will give you access to the greatest number of homes.

“When it comes to buying or selling a home, a REALTOR® is the best person to negotiate the ins and outs of the sale,” said Cardone. “Some people think that they can buy or sell homes on their own. It’s simply not the way to do business when it involves one of the most costly investments of your life.”

What a REALTOR® can do for you

- Guides you through the financially intimidating process of buying a home
- Helps you determine what you can afford and how to pay for it.
- Knows the extra costs that go beyond the “For Sale” price – like taxes, closing costs, mortgage prices and down payments.
- Handles everything from advertising to research to all the paperwork, so you’ll save time, too.

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- Knows the market and that will also save you time. If you try to sell your home by yourself you run the risk of overpricing it.
- Knows how to show the home best, protecting you later on if you get a difficult buyer.

How to Choose a REALTOR®

- Do your homework. Interview three REALTORS® and choose the one that best fits your personality.
- Check the REALTORS® credentials and make sure their real estate license is in good standing. To find this information, contact the Pennsylvania Real Estate Commission.
- Does the agent belong to the Multiple Listing Service (MLS) and/or a reliable online home buyer's search service? Multiple Listing Services are cooperative information networks of REALTORS® that provide descriptions of most of the houses for sale in a particular region.
- Is the REALTOR® representing you or the seller?
- Does the REALTOR® have any designations? Does he or she specialize in senior living, second homes, rural or urban living?

When buying or selling a home, it's easy to get lost in the details. A REALTOR® is the best way to make sure you don't forget anything and get the best deal.

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The Pennsylvania Association of REALTORS® (PAR) is a 34,500-member trade association that serves as the "voice for real estate" in the Commonwealth of Pennsylvania. A member organization of the National Association of REALTORS®, PAR is comprised of residential and commercial REALTORS® who subscribe to a strict Code of Ethics and Standards of Practice.

Editors Note: This release is part of a series recognizing June as Homeownership Month by the Pennsylvania Association of REALTORS® and the Pennsylvania Association of Mortgage Brokers (PAMB). For interviews and more information contact Samantha Elliott Krepps, (PAR), 717-561-1303 or skrepps@parealtor.org.