

Tucson Association of REALTORS® and
Multiple Listing Service, Inc.
The Voice for Real Estate® in Tucson

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When you're ready to think about buying or selling your property, you need to ask yourself the following questions:

- Do you have the time, energy, sources of information, and contacts to do the job yourself?
- If so, do you anticipate the results of your transaction will be as good, or better, than they would be if you had professional assistance?
- Would working with a REALTOR® help the process go more smoothly, and give you more personal time?
- Do you think that having a REALTOR® involved might likely allow you to purchase for less, or sell for more?

The process of buying and selling a home can be a confusing, complex process. Finding the right real estate agent is the first of many important steps, and can be the difference in how quickly you sell or buy your home, and for how much.

What is a REALTOR®?-

REALTORS® are licensed real estate professionals who are members of, and subscribe to, the National Association of REALTORS® strict Code of Ethics. Their clients have the right to expect and receive specific fiduciary duties of confidentiality, loyalty, faithfulness, full-disclosure, obedience, reasonable care and diligence and accounting. REALTORS® employ the highest expertise in providing service, savings, and satisfaction, as well as pledge to provide fair and ethical treatment to both buyers and sellers. REALTORS® can assist you with buying, selling, exchanging, leasing, optioning or investing in real estate, relocating, or requiring property management services.

Choosing a REALTOR®-

To find the best REALTOR® in your community to market and sell YOUR home:

- Ask your family, friends, co-workers and neighbors for their referrals. Ask them specific questions about their home buying or selling experience. Ask them what kind of service they received and whether or not THEY would use this REALTOR® again.
- Surf the Internet. You'll find extensive information about REALTORS® and their companies.
- Attend open houses to observe REALTORS® marketing a property in action.
- Look for sold signs in your neighborhood indicating a successful REALTOR® track record.
- Read the real estate ads in your local newspapers or local real estate homes for sale magazines to find agents who have experience selling homes in your area and price range.

Professional designations and advertised areas of specialization may serve as an initial indicator for a REALTOR® or company you would like to interview. Interviewing more than one REALTOR® or company will provide you with information on the wide variety of services

available. When choosing a REALTOR®, talk about a plan of action customized to fit your real estate needs. Don't be afraid to ask the following questions, which any REALTOR® should be prepared and willing to answer:

- How long have you been licensed?
- How long have you actively worked in the area?
- How many home sales have you closed in the last three months?
- Do you work full-time as a REALTOR®?
- How will you market my home to prospective buyers?
- Are you a member of the National Association of REALTORS®?
- Have you earned any special professional real estate designations?
- Exactly what do I get for my money by working with you?

In the end, you will have to trust your instincts about who will best represent YOUR interests. Buyers and Sellers have to make a lot of important decisions, and will rely on their REALTOR® to assist them in making the best ones. Buying or selling a home is one of the most important investments you will make, and your REALTOR® should be your most valuable resource throughout the process.

What a REALTOR® Can Do For You-

- A REALTOR® can help you determine what the selling price of your home should be, or how much home you can afford. Often a REALTOR® can suggest ways to accrue the down payment and explain alternative financing methods when buying.
- A REALTOR®, in addition to knowing the local money market, also can tell you what personal and financial data to bring with you when you apply for a loan.
- A REALTOR® is already familiar with current real estate values, taxes, utility costs, municipal services and facilities, and may be aware of local zoning changes that could affect your decision to buy or sell.
- A REALTOR® can research your housing needs in advance through the Multiple Listing Service.
- A REALTOR® can show you only those homes best suited to your needs--size, style, features, location, accessibility to schools, transportation, shopping and other personal preferences.
- A REALTOR® often can suggest simple, imaginative changes that make a home sell more quickly, or to make it more suitable for you and improve its utility and value when buying.
- A REALTOR® is sensitive to the major commitment you are about to make. Look for a real estate professional to facilitate negotiation of a win-win agreement that will satisfy both buyer and seller.