

# WHO WILL BEST SERVE YOUR HOME BUYING AND SELLING NEEDS?

*Look at the Tale of the Tape....*

REALTORS®

Real Estate Licensees



VS.

In addition to abiding by state licensing and regulatory laws, a REALTOR® must abide by a Code of Ethics in their dealings with clients

**ETHICS & PROFESSIONALISM**

Licensees are bound only by state licensing and regulatory laws

Beyond the required classes for renewing their license, REALTORS® must take Ethics training every 4 years and Professionalism training every 2 years. Plus, REALTORS® can hold Designations

**EDUCATION**

Licensees must only complete continuing education every two years

REALTORS® have access to exclusive resources from national, state and local associations, ensuring they are on top of real estate trends and best prepared to serve their clients

**RESOURCES**

Licensees have access to resources made available by their firms and to the general public

REALTORS® are on the frontlines, lobbying on behalf of home owners to ensure the American Dream of home ownership is not compromised

**ADVOCACY**

Licensees are not organized and not able to leverage their numbers to advocate for home owners and the industry

REALTORS® have access to an electronic keypad system, a secure system to ensure that your house and belongings are safe

**SAFETY & SECURITY**

Licensees only have access to combination lock boxes that can cause a security issue if the combinations are not updated frequently

REALTORS® can obtain more market data and research to better assist your buying or selling needs

**DATA & RESEARCH**

Licensees have access to market data and research made available to the public.



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**ADD YOUR CUSTOM INFORMATION HERE**

Contact Joshua at [jappleby@suburbanwestrealtors.com](mailto:jappleby@suburbanwestrealtors.com) for more information.

*Information courtesy of Suburban West REALTORS® Association and the National Association of REALTORS®*