

# **VALUE OF A REALTOR**

---

- **89% of homebuyers used a REALTOR to purchase their home, 5% worked directly with builders**
  - Having representation, prominent exposure in the real estate community, and the connections your REALTOR has developed are equally important when many buyers are also represented.
- **Having an agent help them find the right home was what buyers wanted most**
- **84% of buyers financed their home purchase – REALTORS help guide this process!**
- **81% of buyers view purchasing a home as a good investment**
- **89% of sellers list their home with a REALTOR**
  - FSBO properties were often reported already knowing a buyer, and sold for 11% median sales price lower than listed homes.
- **38% of all home sales offered buyer incentives to sell the property**
  - Having a REALTOR guide you through the most effective incentives to offer is key!
- **44% of buyers say their first step was to look online for homes**
  - BHGRE Senter, REALTORS syndicates to over 200 websites nationally and across the globe to guarantee your property can be found no matter how someone searches for it.
  - 87% of buyers said high quality photos were key to their home search process.

*\*\*Source: 2019/2020 Profile of Home Buyers and Sellers, NATIONAL ASSOCIATION OF REALTORS*