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## REALTORS OFFER EXPERTISE AND EXPERIENCE

Buying or selling your home is a huge decision and one that plays an integral part in your financial future and your family's happiness. When you decide to take what may be the biggest financial step in your life, the first person you should consult is a REALTOR.

A REALTOR can give you two things that are invaluable: expertise and experience. A REALTOR's skill can guide you through the details of the buying or selling process, and his or her knowledge of the housing market can help you make the best possible choice. REALTORS are dedicated individuals whose professional obligation is to serve the best interests of their clients and customers.

### Extensive Training

To become a REALTOR, applicants must undergo a thorough training program and become licensed by the Real Estate Council of British Columbia. Most real estate professionals in Victoria are members of the Victoria Real Estate Board and only members of real estate boards and associations can call themselves REALTORS. When you deal with a REALTOR, you can expect not only strict adherence to provincial laws but also to a Code of Ethics and Standards of Business Practice. This is important to you because it assures you will receive the highest level of service, honesty and integrity. REALTORS also ensure their skills and knowledge are fully up-to-date by taking courses and seminars which are offered through the Victoria Real Estate Board.

### What a REALTOR offers you

It is not training alone that makes a REALTOR so valuable — his or her expertise extends into every aspect of home ownership. REALTORS know how best to sell or buy a home and have an intimate knowledge of the real estate market. They will gladly clarify any legal terminology or government regulations for you.

For sellers, REALTORS develop a marketing plan that will likely include listing your property on the Multiple Listing Service® (MLS®). REALTORS have access to this co-operative marketing system, which ensures the widest possible exposure for your property. REALTORS may also place other advertising and hold open houses if desired. They can also pre-screen buyers so that only those who are truly interested and qualified view your home.

When it comes to negotiating a price, a REALTOR can act as a mediator between you and the buyer. This will allow you to remain at "arm's length" during the often-stressful negotiation process.

Buyers can use their REALTOR's access to the MLS® system to draw up a short list of homes that suit their specific needs and budget. Assistance in evaluating financing options and mortgage rates is also yours for the asking.

### The REALTOR Relationship

The relationship between you and your REALTOR is one that goes beyond a simple business transaction. REALTORS strive to know exactly what you want in a home and will make every effort to meet your needs.