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The Value of Working With a Realtor®

Today's real estate market can be a challenging one to navigate. While some local areas are experiencing sales activity akin to 2007, other areas are little further behind in their recovery. Couple this with continued impact of distressed properties in the marketplace, financing obstacles and inventory fluctuations and the search, marketing and transaction of real estate can be tricky for buyers and sellers. This is a significant reason why 88% of buyers and 88% of sellers used a real estate professional in their transaction according to the National Association of Realtors® 2013 Profile of Home Buyers and Sellers.

"Realtors® have specific knowledge of local markets and know what matters to buyers in your area," says Dave Ashe, Chairman-elect of Suburban West Realtors Association and a Realtor with Keller Williams Realty in Exton. "Realtors® sell hundreds, if not thousands, of homes over the course of their careers, compared to the average person who may only move a handful of times during their lifetime. Realtors® have the experience homeowners need to sell their home."

Ashe identified five reasons why it pays to work with a Realtor®:

1. You'll have an expert to guide you through the process. Buying or selling a home usually requires a multitude of forms, reports and statements. A knowledgeable expert will help you prepare the best deal and avoid delays or costly mistakes.

2. Find the best property out there. While there are more resources than ever before for the public to shop for homes, a Realtor® still has access to more tools to aid in your search and can provide additional details that an advertisement cannot.

3. Get objective information and opinions. Realtors® provide local community information on utilities, schools, zoning and more. They can also provide objective information about each property. Plus, having a third-party perspective and counsel helps keep emotions in check throughout the home buying or selling process.

4. Benefit from their negotiating experience. There are many negotiating factors, including but not limited to price, financing, terms, date of possession, and inclusion or exclusion repairs.

5. Ethical treatment. Every member of the National Association of Realtors® makes a commitment to adhere to a strict Code of Ethics which is based on professionalism and protection of the public. As a customer of a Realtor®, you can expect honest and ethical treatment in all transaction-related matters.

“In this maze of forms, financing, inspections, marketing, pricing and negotiating, it makes sense to work with professionals who know the community and much more,” adds Ashe. “Those professionals are the local Realtors® who serve the Delaware Valley and aim to make the dream of homeownership a reality for consumers in the most professional and ethical way possible.”

Suburban West Realtors® Association is the largest local real estate association in Pennsylvania, representing over 4,700 real estate professionals in Chester County, Delaware County and the Main Line.

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