

## CHOOSE A REALTOR® AS YOUR REAL ESTATE PARTNER

# Don't Go It Alone

If you're selling or buying a home in today's market, you need the special skills, experience and expertise of a REALTOR®.

Your Illinois REALTOR® understands the real estate market in your community and has the expertise to manage all aspects of this complicated process.

Working with an Illinois REALTOR® will help you avoid delays and costly mistakes.



### IF YOU'RE SELLING A HOME, a REALTOR® can make your life easier by managing these tasks for you:

- **Researching** to determine your house's value
- **Pricing** your house correctly
- **Staging** to make your house as appealing as possible to potential buyers
- **Listing** your house on the MLS for maximum exposure
- **Advertising** your house online, through fliers and through the REALTOR® network
- **Showing** your house to potential buyers
- **Negotiating** with buyers to get you the best deal
- **Drafting** paperwork needed to close the sale
- **Decreasing** your legal risks by preparing seller's disclosures and other paperwork
- **Recommending** experts when needed to get an accepted offer to closing

**FACT** In 2025, only 5% of U.S. sellers took a chance on "For Sale By Owner."

### IF YOU'RE BUYING A HOME, a REALTOR® can help you make a wise investment by leveraging their expertise:

- **Determining** your buying power and financing options
- **Identifying** loan programs you qualify for and selecting reputable mortgage lenders
- **Searching** all available properties in your market area quickly and effectively using their broad network of REALTOR® resources
- **Finding** the properties that best match your wants and needs
- **Showing** you available properties that you may not otherwise have seen
- **Pointing** out any issues of concern
- **Arranging** home inspections
- **Negotiating** with sellers to get you the best deal
- **Drafting** paperwork needed to make an effective offer and close the sale
- **Recommending** experts to help you get established in your new home



### Buying or selling a home may be the most important transaction of a lifetime.

Partnering with a REALTOR® is a smart financial decision, and makes the process of buying or selling a home a whole lot easier.

Visit [www.IllinoisRealtors.org](http://www.IllinoisRealtors.org) to get useful tips on selling and buying a home, and learn how new laws or regulations might affect your transaction.