

Choose a REALTOR® As Your Real Estate Partner

# DON'T GO IT ALONE

Now more than ever, 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. REALTORS® have the expertise to set the right price and it's their job to take care of the many details associated with buying or selling a home, keep this complicated process on track, and help avoid delays and costly mistakes.

**If you're SELLING a home,** your Illinois REALTOR® will help you realize the full value.

**A REALTOR® will help you:**

- Set the right price
- Prepare your house for sale and make it as appealing as possible to potential buyers
- Market your house aggressively through advertising, REALTOR® networks and the Internet
- Find qualified buyers
- Negotiate the best deal
- Navigate the paperwork and recommend experts when needed to get an accepted offer to closing

**FACT: Only 8% of U.S. sellers chose to go it alone as "For Sale By Owner" in 2017.**

**If you're BUYING a home,** you want to make sure you're choosing the right home for your family and making a smart investment.

**A REALTOR® will help you:**

- Determine your buying power and financing options, and identify reputable mortgage lenders
- Determine if you qualify for government loans and home-buyer programs
- Find the best home at the best price for you
- Investigate all available properties in your market area through a broad network of REALTORS® and via the Internet—even if you are locating to another city
- Arrange home inspections and point out any issues of concern
- Serve as your negotiation advisor from offer through closing

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



**ILLINOIS  
REALTORS®**

Learn more on topics important to property owners: [www.RealPropertyAlliance.org](http://www.RealPropertyAlliance.org)

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