

Achieving Results in Today's Real Estate Market



The notion that today's real estate market is very different from the market we experienced just a few years ago is not only true, it's expected. Because real estate operates in cycles, there are as many ups as there are downs.

"What remains constant in every phase of the real estate cycle though are the benefits that come with using a REALTOR®," says

Montgomery County Association of REALTORS® (MCAR) President Eileen Campbell, of ERA Platinum REALTORS® in Worcester. "Now more than ever, with today's challenging market, buyers and sellers alike will be able to achieve the greatest results when they work with a REALTOR®."

Regardless of whether you're interested in buying real estate or selling it, working with a REALTOR® means you'll have a lot more working for you as you progress from contract to closing.

Guided by Ethical Behavior

What separates a REALTOR® from a real estate agent that is not a REALTOR® isn't always obvious, but the differences are tangible. A REALTOR® is a licensed professional who is a member of the National Association of REALTORS® (NAR), subscribes to its strict Code of Ethics and, most importantly, is obligated to be honest in all dealings with all parties involved in a transaction.

"Knowing that an agent is bound to behave in an ethical manner is comforting to buyers and sellers as they make what is often the largest investment of their lives," reveals Campbell.

Experience and Training to Interpret Local Trends and Resolve Potential Issues

Buyers and sellers who listen to the national news media may have a skewed viewpoint of the current real estate market. Because REALTORS® are immersed in the industry all day, every day, they possess a thorough understanding of today's real estate market. "REALTORS® are able to analyze statistics and decipher local trends much more accurately and completely than those not directly involved in the industry," Campbell says.

To ensure that REALTOR'S® remain in the know about new developments in the industry, they are required to complete continuing education courses on an ongoing basis. "Only REALTORS® are able to achieve high-level professional designations like Accredited Buyer Representative (ABR) and Graduate REALTORS® Institute (GRI) that signify they are more prepared to handle any curve balls that come down the pike," advises Campbell.

Third-Party Resources Proven to be Dependable & Knowledgeable

Because REALTORS® belong to an association, they have access to a large number of third-party service providers that are ready to assist consumers along the real estate process.

"When buyers and sellers embark on the real estate journey, they may not realize that they will probably need the services of a lender, property inspector, appraiser and more in order to reach the settlement table," explains Campbell. "Local REALTORS® have an instant connection with more than 130 affiliated service providers who are also members of the Montgomery County Association of REALTORS®."

If you are interested in buying or selling real estate this spring, contact a REALTOR® or affiliate member today. Visit the public access area of www.mcarealtors.org to find a REALTOR® or affiliate member in your community.