

## REAL ESTATE IS OUR LIFE

All real estate licensees are not the same. REALTORS nationwide are required to abide by a strict Code of Ethics. REALTORS in York & Adams Counties must also complete ethics training and continuing education every two years. Not many professionals can make that claim!

REALTORS serve the community to make a positive impact on where we live and work. RAYAC and REALTORS make a difference by:

- Sponsoring several events and fundraisers annually
- Contributing thousands of dollars and volunteer support each year to local housing organizations
- Partnering long-term with Habitat for Humanity
- Providing mediation and dispute resolution services

Put a professional to work for you. REALTORS have the knowledge, dedication and resources to coordinate a smooth transaction. Visit [www.rayac.com](http://www.rayac.com)

- Find a REALTOR
- Browse properties for sale
- Look up sale statistics
- Links to valuable community information



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## DID YOU KNOW?

The typical home sale today involves more than 200 steps from the initial contract acceptance to the day of settlement.

An advertisement for REALTORS. On the left, a photograph shows a smiling man and woman standing in a hallway; the man is holding a white cup and the woman is pointing towards the right. On the right, a yellow background contains the REALTORS logo (a blue 'R' with 'REALTOR' underneath), the text "Get Results!", and the RAYAC logo (three houses above "RAYAC" and "REALTORS ASSOCIATION OF YORK &amp; ADAMS COUNTIES, INC." below). At the bottom, it says "Call a REALTOR® today" and "www.RAYAC.com".

# PUT A REALTOR TO WORK FOR YOU

## SERVICES PROVIDED TO SELLERS

- Research all comparable properties currently listed and recent sold activity with average days on market
- Prepare a CMA – Comparable Market Analysis
- Listing presentation
- Explain agency relationships and determine seller's preference by completing consumer notice form
- Provide overview of current market conditions and projections
- Offer pricing strategy based on professional judgment and interpretation of current market conditions
- Review and explain all conditions in the listing contract before seller's signature
- Identify and obtain all property information including mandatory Seller's Disclosure
- Market the listing through various mediums for maximum exposure
- Continuously monitor all showings
- Provide seller with marketing data and feedback
- Evaluate and negotiate the contract
- Coordinate sales process, i.e. home inspections, mortgage documents, appraisal, making sure all requirements are met
- Coordinate inspections and resulting actions
- Coordinate settlement process with agent, lender and settlement agent
- Provide closing cost estimates and schedule walk through
- Coordinate closing with seller's next purchase and resolve any timing problems
- Settlement follow-up

84% of home buyers used a real estate professional during their home search.

## SERVICES PROVIDED TO BUYERS

- Interview buyer to learn needs and qualifications
- Explain agency relationships and determine buyer's preference by completing consumer notice form
- Confirm financing options
- Match buyers with properties
- Show properties
- Evaluate, disclose and discuss all pertinent information on property features
- Review Seller's Disclosure with buyer
- Advise buyer about current market conditions
- Prepare documents to purchase property
- Prepare agreement of sale and related documents
- Negotiate offer and counter offers
- Coordinate purchase process so all requirements are met
- Provide solutions to any problems that may arise
- Coordinate final walk through and ensure all contractual obligations have been met
- Provide pre-settlement closing costs
- Coordinate settlement process
- Settlement follow-up

Sellers who used a REALTOR sold their house for a median price of \$240,000 compared to unrepresented sellers who sold their house for a median price of \$180,000. That's a 25% difference!

Source: NAR Profile of Home Sellers and Buyers.