

## **An Important Benefit Of Using A Realtor**

Robert Morrow, Editor for HamiltonHomeReview.com and Sales Rep for Chase Realty, is keenly aware of the necessity to make clients aware of what Realtors offer specifically and what market edge he feels that their services lend their clients. According to Morrow, using a Realtor is like accessing a community to facilitate sales; "The idea of value as it relates to a Realtor is his/her membership in organized real estate. An analogy explains it best: When you go to see a doctor you understand that he has many resources at his disposal to take care of your needs. He has peers who can discuss difficult diagnosis with, he has a hospital with all its equipment and specialists and he has daily experiences that enable him to make quick but correct decisions. It's not just one guy that you are paying for; you're buying into the health care system."

"Real Estate agents are similar in that we have peers to discuss difficult issues with, boards, RECO and OREA College with its programs, archives, training and reference materials and we have daily experiences in selling that enable us to make quick decisions based on past experiences."

"When a Seller hires an agent, they are in fact, buying into organized real estate. It is a system designed to accelerate the process of putting buyer and seller together. Most agents in any geographical area know each other or at least know of each other's specialties and geographic areas of expertise. When listing a home, these are the people we go to first. Chances are they have buyers looking for just such a thing. If so, the transaction is quick and seemingly effortless (thus the complaints about commission). But educated consumers know that the "system" of real estate is ongoing and those practicing the skill (the agents) are tapping into that system every time we list a home. And when we're not tapping into the system we're adding elements to it (buyers, experiences, facts, statistics, etc.) in order to maintain its accuracy and effectiveness."