# Text for the REALTOR® Difference Marketing Flyers

Feel free to copy this text and include in any marketing format you prefer.

### ADVOCACY

**The REALTOR® Difference – Protecting Your Investment**

Did you know?

Not all real estate agents are REALTORS®.

Only REALTORS® are fighting right now to preserve the federal Mortgage Interest Deduction on first and second homes.

Only REALTORS® fought to create a tax exemption on the first $500,000 of capital gains from the sale of a principal residence.

Only REALTORS® are the sole line of defense against increased government regulation and taxation of homeownership.

Any real estate licensee can help you buy or sell a home, but only a REALTOR® keeps working to protect your investment long after the sale.

Not every real estate licensee is a REALTOR®. As a REALTOR®, I have made a choice to help lead the fight to protect your investment, preserve private property rights, and defend the American Dream of homeownership. The political activity of REALTORS® at all levels of government is saving homeowners thousands of dollars over their lifetime.

**Stay Protected, Work with a REALTOR®**

**- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -**

**Protect your investment. Use a REALTOR® when you sell or buy a home.**

REALTORS® have:

* Higher Production
* Strongest Voice in Washington
* Strongest Voice in Georgia
* Support for Local Communities

REALTOR® - A Registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics. Inquiries regarding the Code of Ethics should be directed to the board in which a REALTOR® holds membership.

### PRODUCTION

**The REALTOR® Difference – Advocating Excellence**

Did you know?

Not all real estate agents are REALTORS®.

REALTORS® produced 85% of the state’s total sales dollar volume and 82% of the total units sold.\*

Statewide, 75% of the top producers in real estate transactions are REALTORS®.\*

REALTORS® are the only voice in Washington protecting your investment, preserving private property rights and defending the American Dream of Homeownership.

Any real estate licensee can help you buy or sell a home, but only a REALTOR® keeps working to protect your investment long after the sale.

In most cases, the sale or purchase of a home is the largest and most complicated transaction in your life. Don’t make a decision of this magnitude without proper guidance and leadership.

REALTORS® have made the decision to differentiate themselves by investing in their career and supporting their profession. With only half of the active real estate licensees in Georgia electing to become REALTORS®, homebuyers and sellers need to interview prospective agents and ask the question, “Are you a REALTOR®?”

**Expect Excellence, Work with a REALTOR®**

**- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -**

**Excellence in Production and Professionalism Industry wide.**

REALTORS® have:

* Higher Production
* Strongest Voice in Washington
* Strongest Voice in Georgia
* Support for Local Communities

\* Information provided by the Georgia Association of REALTORS® media source entitled - REALTORS®: Your Best Option for Buying and Selling Your Home.

REALTOR® - A Registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics. Inquiries regarding the Code of Ethics should be directed to the board in which a REALTOR® holds membership.

### PROFESSIONALISM

**The REALTOR® Difference – Promoting The Real Estate Industry**

Why am I a REALTOR®?

Because not all real estate agents are REALTORS®, I choose to differentiate myself, set higher expectations and provide my clientele with the best experience possible in a real estate transaction. I pursue professionalism in being an industry leader and strive to continually outperform others with better tools, professional designations, a broader knowledge base and deeper pool of experiences to draw upon. The annual cost of professionalism, of being a REALTOR®, is minimal when compared to its impact on my business and my industry.

As a REALTOR®, I:

* am a voice in Washington, D.C. on behalf of all home owners;
* use Association approved, Georgia specific legal contracts that let you rest easy at night, knowing your transaction is in complete compliance;
* have access to market specific forums and a national resource center to draw upon in the sale or search of your home; and,
* have access to advanced education on current tools, industry certifications and the latest trends.

If a licensed agent can’t or won’t invest in themselves each year, what makes you believe they would invest the resources necessary to properly market your home?

With less than 50% of the active real estate licensees in Georgia electing to become REALTORS®, homebuyers and sellers need to interview prospective agents and ask the question, “Are you a REALTOR®?”

**Build A Strong Foundation, Work with a REALTOR®**

**- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -**

**Protect your investment. Use a REALTOR® when you sell or buy a home.**

REALTORS® have:

* Higher Production
* Strongest Voice in Washington
* Strongest Voice in Georgia
* Support for Local Communities

REALTOR® - A Registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics. Inquiries regarding the Code of Ethics should be directed to the board in which a REALTOR® holds membership.