



**So many questions!  
A REALTOR® can  
help you with the  
answers and take  
the  
MYSTERY**

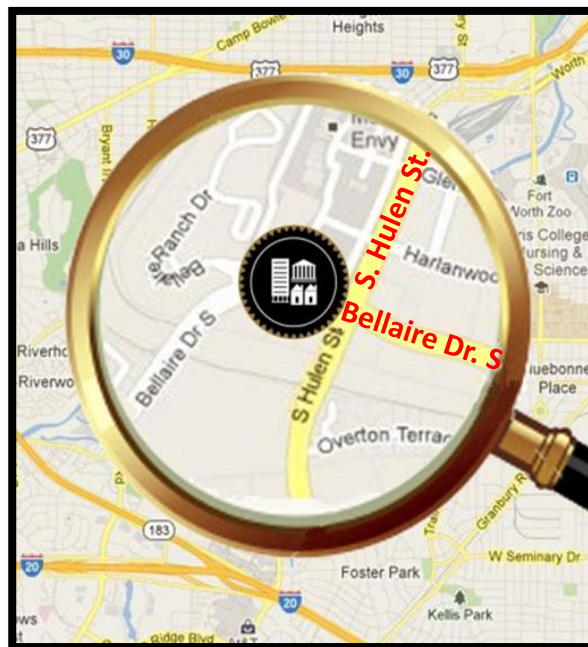
**Out Of  
Buying or Selling  
A Home!**



**The Baker Firm**  
  
**Fidelity National Title®**

4541 Bellaire Drive South  
Suite 101  
Fort Worth, TX 76109  
817.377.4100

*You'll appreciate the difference!*



**Why Do I  
Need A  
REALTOR®?**



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**[www.Fidelity-USA.com](http://www.Fidelity-USA.com)**

# Buying and selling real estate can be tricky.

## Let a REALTOR® help you!

### Buying?

All real estate licensees are not the same. Only licensees who are members of the National Association of Realtors are properly called REALTORS®. Your REALTOR® subscribes to a strict **Code of Ethics** and is expected to maintain a higher level of knowledge of the process of buying and selling real estate.

- A REALTOR® can help determine your buying power and help with financing options.
- A REALTOR® has many resources to assist you in your home search. Sometimes the property you seek is available but not advertised in the market, and you agent can find it for you.
- A REALTOR® can help you find the home best suited to your needs with style, size, amenities, location, accessibility to schools, transportation, shopping, etc.
- A REALTOR® can supply information on property values, taxes, utility costs, municipal services and facilities and can help you negotiate your best deal.
- A REALTOR® provides due diligence during the evaluation of the property

### A REAL ESTATE PROFESSIONAL CAN ASSIST YOU WITH:

- Exposure to over 16,000 other real estate professionals in the North Texas area through the MLS.
- Comparable Market Analysis
- Worldwide Internet Exposure
- Broker Signage
- Professional Marketing Materials
- Buyer Pre-Qualification
- Contract Explanation
- Negotiation Assistance
- Liaison to Fidelity National Title
- Keeps your personal style in mind when selecting properties to show you.
- Assesses all the properties for sale in your desired area.
- Once you have found the home you want to buy, your REALTOR® will present your offer to the seller.

### Selling?

A REALTOR® knows real estate values, and can help you determine the fair market value of your home. As a skilled salesperson, your REALTOR® can free you from the problems associated with showing your home and handle all phone inquiries, make appointments and complete the follow-up. Here are other ways a REALTOR® can help you sell your home.

- **MARKETING:** Each REALTOR® has detailed information on your local market and can provide you with the quickest exposure to the most buyers.
- **APPRAISAL:** A REALTOR® knows current real estate values and can help you set a realistic, competitive price. As a skilled professional, your REALTOR® knows how to merchandise your home most effectively.
- **REFERRALS:** A REALTOR® has marketing techniques to increase the market for your home. His or her network of referrals and contacts grants far more access to potential buyers.
- **PROCEEDS:** The net proceeds from your sale can be estimated by your REALTOR®, taking into account your outstanding balance and closing costs.
- **OBJECTIVITY:** Negotiations can be tricky and nerve-wracking. A REALTOR® can maintain objectivity throughout the process.