

07/01/2024



## Home as an Investment

:60 Audio Spot

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**There are many reasons to buy a property.**

**A place to live, work, and play, of course, but also it's a way to build equity, benefit from tax incentives, and even generate rental income.**

**Because owning real estate historically remains a solid investment.**

**In fact, homeowners have 40 times the wealth of renters, according to the Federal Reserve's Survey of Consumer Finances.**

**And like any investment, you'll want as much knowledge, confidence, and understanding as possible.**

**That's where the expertise of a REALTOR® comes in.**

**REALTORS® have access to proprietary housing market data and trends that can help inform your decisions on any given property.**

**They also help you understand and navigate complex legal and financial factors.**

**And REALTORS® are bound by a code of ethics, so they will always put your needs first throughout the entire real estate journey.**

**When you want to invest in your future, work with a real estate professional who has your back.**

**Work with an agent who is a REALTOR®.**

*\*This script has been approved by NAR legal counsel.*

***Scripts may be used as is and may not be altered under any circumstance***

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## Every Buyer is Unique

:30 Audio Spot

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**Many people dream of home buying.**

**But they don't all have the same dream.**

**As each person is unique, so is each home — and home buying journey.**

**A REALTOR® has the expertise to tailor your search and to help meet your specific needs and wants.**

**With specialized knowledge and access to proprietary data, REALTORS® can help identify and compare different properties and neighborhoods to find the place that's right for you.**

**Work with an agent who is a REALTOR®.**

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## What You Should Look For in an Agent

:30 Audio Spot

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**Buying or selling a home or property is one of life's biggest financial transactions.**

**To navigate the twists and turns of the process, you'll want a real estate expert by your side.**

**To find the pro who's right for you:**

**Ask for references.**

**Ask about their track record.**

**Ask about their specialty real estate education.**

**And ask if the agent is a REALTOR®.**

**REALTORS® are bound by a strict code of ethics and committed to putting you first.**

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## Transparent Real Estate System

:30 Audio Spot

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**Buying or selling a home is a big step.**

**Luckily, the U.S. has a transparent real estate system, where homebuyers have access to the local market of properties for sale, and home sellers can attract a pool of potential buyers.**

**This system, called the Multiple Listing Service, is a real advantage for consumers.**

**So is working with a professional who will watch out for your best interests.**

**Ready to buy or sell? Let the expertise of a REALTOR® guide you.**

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## Fair Housing

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**Agents who are REALTORS® work across the U.S. to help people from all backgrounds find a home that's right for them.**

**They also champion important issues like fair lending standards and robust fair housing education and laws.**

**REALTORS® are bound by a strict Code of Ethics, and believe that every aspiring homeowner should have a fair shot at their American dream.**

**Start your real estate journey with an agent who's a REALTOR®.**

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