

Why sell with a REALTOR®?

A REALTOR® does more than put a sign in your yard—they bring trusted guidance, market insight, and professional strategy to every step of the process. The Indiana Uplands REALTOR® Association empowers local REALTORS® with tools, training, and support—helping them sell faster, safer, and with greater confidence.



Price Advantage

According to NAR, the average home sold by owner brings in \$380,000, while homes sold with a REALTOR® average \$435,000—an 18% difference. Even after commissions and fees, sellers typically see a greater net profit, with the added benefit of less stress and lower risk.



Market Access

REALTORS® list your home on the MLS, giving it instant visibility to thousands of agents and serious buyers—far beyond what For Sale By Owner or online-only listings can reach. They use professional networks, marketing tools, and pricing strategies to attract competitive offers fast.



Local Expertise

REALTORS® understand local trends, ideal listing times, and how to stage and market your home to attract serious buyers.



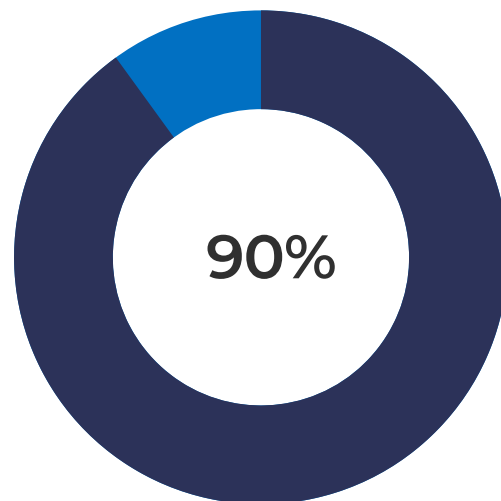
Safety

When you sell your home yourself, you're opening your door to unvetted strangers—which can put you and your property at risk. REALTORS® screen buyers, coordinate safe showings, and handle paperwork and legal details—reducing risk and stress.



Ethics

REALTORS® follow a strict Code of Ethics set by the National Association of REALTORS®. This means they're obligated to act honestly, ethically, and professionally when dealing with all parties to reduce controversy and avoid legal trouble.



In 2024, 90% of sellers opted to work with agents.

— National Association of REALTORS® (NAR)

Not all Real Estate Agents are REALTORS®

REALTORS®

- ✓ Licensed by state
- ✓ Access to REALTOR®-only tools & training
- ✓ Commitment to client advocacy
- ✓ Bound by NAR Code of Ethics

Real Estate Agents

- ✓ Licensed by state
- ✗ Access to REALTOR®-only tools & training
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Why buy with a REALTOR®?

A REALTOR® is your advocate, advisor, and negotiator—helping you find the right home, at the right price, with confidence. The Indiana Uplands REALTOR® Association equips local REALTORS® with the tools, training, and support they need to guide you through the buying process with expertise, local knowledge, and integrity.



Price Advantage

Buyers who work with REALTORS® often save thousands through expert negotiation. NAR reports 86% of buyers used an agent—and were more likely to secure seller-paid perks like closing costs or repairs, saving \$2,000–\$5,000 on average.



Market Access

REALTORS® give you access to the full range of available homes—not just what's online. With insider access to the MLS and agent networks, they can alert you to new listings, off-market deals, and upcoming homes before the public even sees them.



Local Expertise

REALTORS® know the neighborhoods, school districts, zoning laws, and hidden gems that don't show up online. They help you find the right home, not just a house.



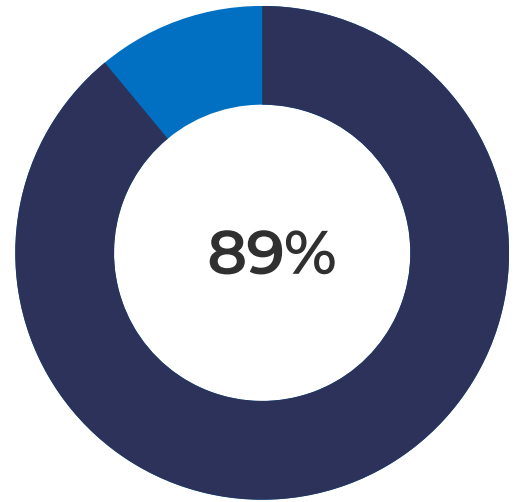
Safety

Buying a home involves sensitive financial information and high-stakes decisions. REALTORS® help protect you from scams, unethical sellers, and legal pitfalls, while coordinating safe showings and professional inspections.



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89% of buyers said they would use their REALTOR® again or recommend them.

— National Association of REALTORS® (NAR)

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