

Your Road Home Starts with a REALTOR®

Professional Guidance for the Decisions Ahead



Crossroads
Association of REALTORS®

START HERE

Someone in Your Corner



Buying or selling a home comes with big decisions, unexpected questions, and plenty of moving pieces. The right REALTOR® takes the time to understand what matters to you and brings the knowledge and experience to help you navigate what comes next.

From understanding the market to working through the details of a transaction, you have a professional beside you who knows the process and is invested in helping you reach your goals.

Because when it comes to home, who you choose matters.

Every REALTOR® is a real estate professional, but not every real estate professional is a REALTOR®. REALTORS® are members of the National Association of REALTORS® and subscribe to its Code of Ethics, which establishes duties to clients, customers, the public, and other real estate professionals.

That distinction means having someone in your corner who has made a commitment to integrity, professionalism, and ethical service. Throughout your transaction, your REALTOR® can help you understand the process and documents, communicate and negotiate on your behalf as authorized, keep track of important details, and represent your interests as established by your relationship and applicable law.

You remain in control of your decisions, with a professional helping you keep your goals at the center of the process.



THE BUYING JOURNEY

From I Love This One to I Have the Keys

Finding a home is the exciting part. Getting from I love this one to I have the keys is where your REALTOR® becomes especially valuable.

Your REALTOR® begins by learning what you are looking for, what matters most to you, and what fits your budget and goals. They can help you understand current market conditions, find available properties based on the criteria you provide, and give you the information you need to weigh your options.



THE VALUE OF DAILY EXPERIENCE

You may only buy a few homes in your lifetime.

REALTORS® work in real estate every day.

That experience can help you understand what is happening, what questions to ask, and what decisions are yours to make along the way.



THE BUYING JOURNEY

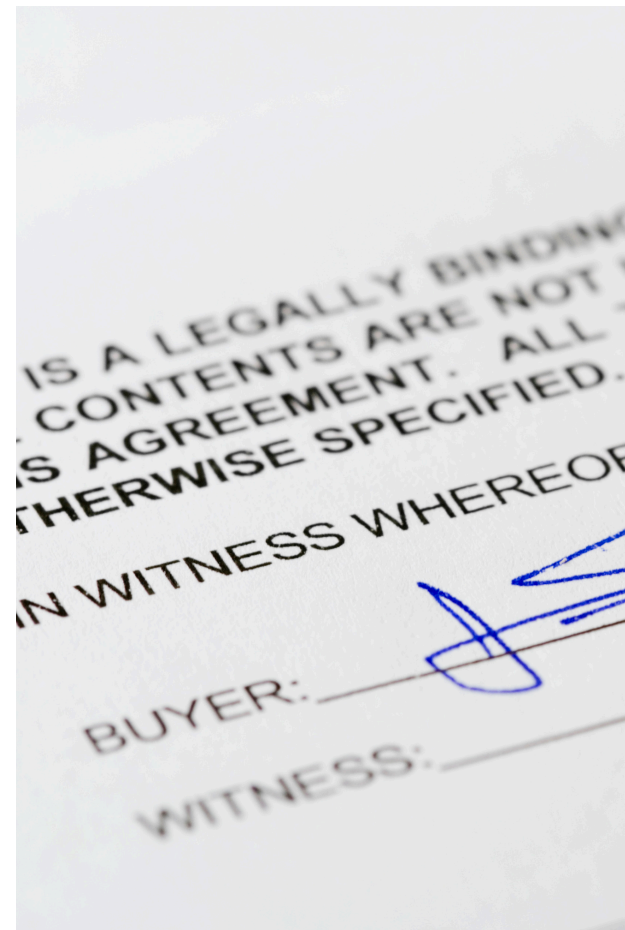
How Your REALTOR® Helps

Once you find a property you want to pursue, your REALTOR® can help you:

- Understand the homebuying process and know what to expect at each stage
- Review available property and transaction information
- Understand comparable sales and current market conditions
- Prepare an offer and consider price, terms, contingencies, and negotiation strategies
- Navigate inspections and identify questions or concerns that may need attention
- Keep track of important dates, documents, and contractual deadlines
- Coordinate transaction details with lenders, inspectors, title professionals, appraisers, and others
- Work through issues that may arise between an accepted offer and closing
- Prepare for the final walkthrough and closing



Clear information.
Thoughtful questions.
Decisions that remain yours.



THE SELLING JOURNEY

A Strategy Built Around Your Goals

Selling a home is not simply putting it online and waiting for an offer.

Pricing, preparation, presentation, marketing, negotiations, timelines, and contract terms can all shape your experience.

Your REALTOR® can help you understand what today's market looks like for your property and develop a strategy around your priorities.

- Review comparable properties and current market conditions when considering a listing price
- Decide how to prepare and present your property for the market
- Consider repairs, improvements, or other details before listing
- Develop a marketing strategy designed to reach potential buyers
- Manage showings and review relevant feedback

Your property.

Your priorities.

A plan designed for both.



THE SELLING JOURNEY

Seeing the Whole Picture

When an offer arrives, the purchase price is only one part of the decision.

Your REALTOR® can help you:

- Understand an offer beyond the purchase price, including its terms, contingencies, financing, and timeline
- Compare multiple offers when applicable and consider the tradeoffs in each
- Develop a negotiation strategy based on your priorities
- Navigate inspection responses, appraisal issues, amendments, and other transaction details
- Keep track of contractual dates, responsibilities, and the steps leading to closing



The highest price is not always the only consideration, and every seller's circumstances are different.

Your REALTOR® helps you see the whole picture so you can decide what works best for you.




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CONNECTED GUIDANCE

A Network That Helps Keep Things Moving

A successful real estate transaction rarely involves just two people and a set of keys. Depending on the transaction, you may work with lenders, home inspectors, title professionals, appraisers, insurance professionals, contractors, repair professionals, attorneys, and other specialists.

Crossroads REALTORS® are part of a connected local real estate community and can be a resource as you identify the professionals and services you may need. Your REALTOR® can help you understand when another professional may be needed, what role that professional plays, and how the pieces of the transaction fit together. **You choose the professionals you want to work with. Your REALTOR® helps you understand how all the pieces come together.**

Invested in the Communities We Serve

For Crossroads REALTORS®, real estate does not end at the property line. Our members live, work, volunteer, lead, and build businesses throughout the communities they serve. They understand that housing, homeownership, private property rights, and thriving communities are deeply connected.

Through professional development, advocacy, community involvement, and a commitment to ethical practice, the Crossroads Association of REALTORS® supports real estate professionals who are prepared to serve their clients and communities.

**A REALTOR® does more than help with a transaction.
They help people navigate one of life's biggest financial decisions.**





Your Next Move Starts Here



Buying, selling, or planning for someday?

**Connect with a Crossroads REALTOR®
and start with a conversation.**

members.crossroadsrealtors.org/realtordirectory