



## "Why Do I Need A Realtor when the Builder Has An Agent I Can Work With?"

Many buyers feel that it's enough to have the builder's representative on your side when making a new home purchase. However, it is important to remember that the rep works for the builder ultimately, not you. It is always a good idea to have a professional on YOUR side when entering into a contract.

Most importantly, **it costs you nothing** to use the services of a Realtor. Your agent is paid by the builder and that cost is built into every new home purchase. I still haven't convinced you? Here are four great reasons to use a Realtor for your new home purchase. A Realtor will know to ask the questions that you haven't even thought about yet. You are their main priority.

- Do you think you can't negotiate the price of your home purchase? Wrong. Your Realtor can check the comparables in the area to make sure that your purchase is in line with the market. Realtors are great negotiators. We have to be or we don't last long in this business.
- As your partner in the home buying process, our loyalty is to you, not the builder. Oftentimes once the contract is signed, you are on your own. How great is it to have someone you can call should any issues arise, not just an operator who doesn't know you or your situation?
- A Realtor can help guide you through the design process (or just hold your hand). It's important to remember that you will want to sell this home sometime in the future, your Realtor can tell you which upgrades will give you the highest return on your investment.
- Your Realtor will be your partner through every step of the home buying process, from the initial decision phase through closing. The construction period alone can be a confusing and trying time. It can also feel like Christmas if all is going well. Every time you visit your building site there is something new to see.

In closing, think about it this way, you wouldn't go to court without a Lawyer by your side. You wouldn't ask your friend to perform surgery on you. Why would you enter into a real estate contract without a real estate professional by your side?