

GET PERSONALIZED, ACCURATE DATA TO HELP YOU REACH YOUR REAL ESTATE GOALS

Data is king when making big financial decisions. That's why it's essential to know recent prices, current market trends, and related data when you're buying, selling, or renting property.

Who has access to that type of information? Your REALTOR®. Just as important, your REALTOR® can help you understand what the numbers and trends mean for you.

RELEVANT DATA FOR YOUR TRANSACTION

REALTORS® can pull the most recent sales in a neighborhood to help buyers and sellers know market conditions. They can show you what prices and rents have been doing over time to inform your decisions. REALTORS® can show you the big picture—is it a buyer's market in your area?—and the hyperlocal picture—what are properties on that street selling for?

ACCURATE AND RELIABLE

An internet search will give you plenty of sites claiming to provide home prices in an area, the number of properties sold, days on market, housing inventory, etc. But how do you know if those numbers are accurate or recent? Thankfully, your REALTOR® has access to the most accurate, reliable data. Plus, your REALTOR® will filter out the noise, showing only what matters to you and your goal.

INTERPRETED FOR YOUR SITUATION

Not only can REALTORS® provide the data, but they can also explain how it affects your transaction. It doesn't do any good to know what a property sold for if you don't know if that should affect the price of your listing or your offer for that house. Factors such as precise location, home features, and condition all affect what a home is worth.

Work with a REALTOR® so you understand your market and avoid big mistakes when you buy, sell, or lease property.

