

What Do Home Buyers and Sellers Say About REALTORS®?

The 2008 NAR Profile of Home Buyers and Sellers provides research results on the experiences home buyers and sellers had when purchasing or selling their home. The majority of the respondents used a REALTOR® (a member of the NATIONAL ASSOCIATION OF REALTORS®). Here's what they had to say:

Home Sellers:

- Sellers reported that an agent's reputation was the most important factor in their selection process.
- Nearly two-thirds of sellers report that they would "definitely" use the same real estate agent again.
- The top four home seller expectations of real estate agents are:
 - 1) price my home competitively (21%);
 - 2) sell my home within a specific timeframe (20%);
 - 3) find a buyer for my home (20%);
 - 4) help market my home to a potential buyer (20%).

Home Buyers:

- 70% of buyers would probably or definitely use their real estate agent again.
- The benefit most buyers say they receive from their agent is help understanding the process.
- 86% of buyers were very satisfied with their agent's knowledge of the purchase process.
- 81% of home buyers used a real estate agent and/or broker to complete their transaction.