

THE BULLETIN

SATURDAY, APRIL 20, 2019

ADVERTISING SECTION



Unlock the Answers

to Homeownership in Central Oregon

A five-part series providing a current market overview and expert advice on Central Oregon real estate



It's 2019 ... Can't I Just Buy and Sell My House Online?

By the Central Oregon Association of REALTORS®

In our fast-paced, immediate gratification economy, where does the Realtor fit in? Should you just buy or sell your home on your own? Should you use an app? Can't Zillow just do it all? Despite all these pressures, the use of a Realtor in real estate transactions is at an all-time high. So, in 2019, why use a Realtor?

1. The FISBO

According to the National Association of REALTORS (NAR)'s 2018 Profile of Home Buyers and Sellers, For Sale By Owner (FISBO) homes had a median selling price of \$64,900 less than those sold with the help of a broker.

2. The Local Market

Understanding the ins and outs of local zoning, school districts, home prices, neighborhoods, and so on is critical to finding the right home. Realtors can provide perspective on where a buyer should be searching. For example, residential properties in northwest Bend sold for 40 percent more than in northeast Bend in 2018. New homeowners in southeast Bend need to understand the costs associated with purchasing a home with a septic system. With the Bend urban growth boundary being expanded, what does that mean for buyers and sellers near opportunity and annexation areas? Local Realtors with their own knowledge, as well as the expertise in their office and the support of the Central Oregon

Association of Realtors (COAR), can help consumers navigate these tricky areas of the market.

3. The MLS

According to the 2018 Profile of Home Buyers and Sellers, 90 percent of sellers listed their home on a Multiple Listing Service (MLS). Websites like Zillow and Realtor.com actually receive most of their data from the MLS, which only Realtors have access to. Realtors can use the MLS to accurately price your home, be aware of pricing changes in your market, and know when comparable homes sell—instantly. Buyers using a broker with MLS access will get the most up-to-date listings and can be informed immediately when a home with their parameters hits the market.

4. Negotiation

The median days on the market for residential homes in Central Oregon last year was 83 and homes sold for 97 percent of the listing price. In this highly competitive market, Realtors can help look at your deal from every angle and provide an agreement that allows for flexibility and an understanding of your financial needs.

5. Time Management

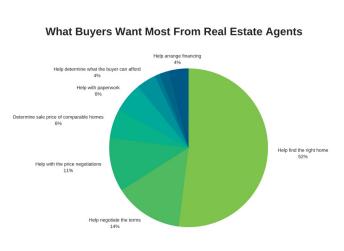
Scheduling showings, inspections, appraisals, making sure all the necessary information is provided to lenders and title officers—the home buying and selling process can be very time-consuming. It can also be an emotional process involving two transactions, packing and moving. A Realtor is your rock to keep the process organized and on-time.

6. Code of Ethics

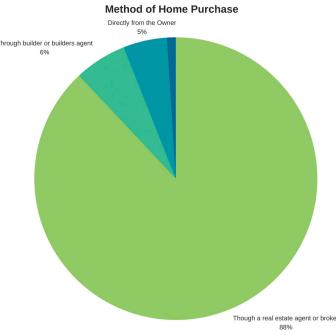
At the core of membership in NAR is the adherence to the Code of Ethics. The first obligation of any Realtor is to you, the client. Members agree to abide by the NAR Code of Ethics and to a mediation and arbitration process that helps protect consumers.

There has never been more interest and opportunity in the U.S. real estate market, and a Realtor can help navigate the intense and competitive process of buying or selling a home. In the end, a home sale or purchase is the largest transaction of most people's lives. A Realtor can take all the technology and convenience available along with their knowledge and access to the market to help make your transaction as seamless as possible.

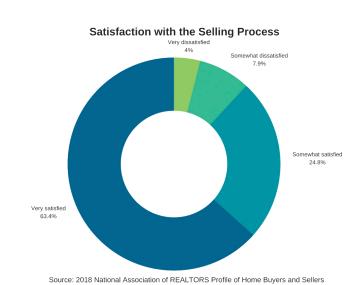
If you are interested in selling or buying a home, join COAR for Open House Weekend June 1–2, 2019. Visit coar. com for more information.







Source: 2018 National Association of REALTORS Profile of Home Buyers and Sellers



The What to expect from Open House Weekend as a seller.