

Why Use a Real Estate Professional?

Whether buying or selling a home they can help you make your real estate transaction a successful one. They are with you every step of the way and can provide guidance on the title and escrow process.

When buying a home...

- ▼ Has the most information in one place about what is on the market, including homes listed by other professionals. You won't waste time looking at unsuitable homes.
- ▼ Can help you find the home best suited to your needs – size, style, features, location, accessibility to schools, transportation, shopping, etc.
- ▼ Can supply information on real estate values, taxes, utility costs, municipal services and facilities.
- ▼ Can suggest simple changes that could make a prospective home more suitable for you and improve its utility and value.
- ▼ Has no emotional ties to a home, can be objective about it and can point out its advantages and disadvantages.
- ▼ Acts as an agent between you and the seller to present offers and counter-offers until an agreement is reached.
- ▼ Is bound by a code of ethics!

When selling a home...

- ▼ Is knowledgeable of the market and gives you the quickest exposure to the maximum number of buyers.
- ▼ Qualifies prospects as to their affordable price range and housing needs.
- ▼ Knows current real estate values and can help you set a realistic, competitive price. This skilled professional knows how to market your home effectively.
- ▼ Is familiar with the local home-loan market and can help you determine whether seller-assisted financing may expedite your sale.
- ▼ Can figure the net proceeds from your sale, taking into account items such as your outstanding loan balance, closing costs, and possible owner financing.
- ▼ Can tap an even larger market through referrals and marketing techniques.
- ▼ Frees you from the problems associated with showing your home. The real estate professional handles phone inquiries, appointments, showings, and negotiations of the contract.
- ▼ Maintains objectivity in presenting offers and counter-offers.
- ▼ Can familiarize you with the closing procedures by explaining them all in advance.
- ▼ Is bound by a code of ethics!



A'Larra Hunt
Realtor
3636 NW 63rd St, Suite A
Oklahoma City, OK 73116
CELL 405.837.8056
alarramichelle@yahoo.com



First American Title™

FIRST AMERICAN TITLE
133 NW 8th St
Oklahoma City, OK 73102
405.446.6045

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