



Residential - Commercial - Property Management

When buying, selling, or renting a home, it's crucial to follow a structured process to ensure a smooth transaction. Here's a four-step process with NAR (National Association of Realtors) compliance as the final step:

1. Initial Consultation and Goal Setting

- **Buying:** Discuss your budget, desired location, property type, and essential features.
- **Selling:** Evaluate your property's condition, market value, and desired timeline.
- **Renting:** Determine your rental budget, preferred lease terms, and ideal location.
- **Objective:** Align the real estate professional's services with your specific needs and goals, ensuring a clear understanding of the process.

2. Market Research and Property Search

- **Buying:** Conduct a thorough property search based on your criteria, including attending showings and evaluating potential homes.
- **Selling:** Prepare the home for listing, including staging, photography, and setting a competitive price based on a Comparative Market Analysis (CMA).
- **Renting:** Review available rental properties, schedule showings, and compare lease terms.
- **Objective:** Use market insights to make informed decisions, ensuring that the properties considered align with your goals.

3. Transaction Management

- **Buying:** Make an offer, negotiate terms, and secure financing. Conduct inspections and appraisals, and manage all legal documentation.
- **Selling:** Negotiate offers, handle buyer inspections, and manage the closing process.
- **Renting:** Submit a rental application, negotiate lease terms, and sign the lease agreement.
- **Objective:** Ensure all legal, financial, and logistical aspects of the transaction are managed efficiently, with all parties meeting their obligations.

4. NAR Compliance and Ethical Standards

NAR Compliance: Throughout the process, the real estate professional must adhere to the NAR's Code of Ethics and Standards of Practice, which emphasize:

Honesty and Integrity: Ensuring that all communications and representations are truthful.

Fair Housing: Complying with all laws regarding discrimination and providing equal professional services to all clients.

Confidentiality: Protecting clients' personal information and transaction details.

Transparency: Disclosing any conflicts of interest and ensuring that all agreements are clear and in writing.

Objective: To protect the interests of all parties involved and maintain the highest professional standards throughout the transaction.

This four-step process ensures that buying, selling, or renting a home is conducted smoothly, ethically, and in full compliance with industry standards.