

The following set of messages written by Ohio REALTORS® and the National Association of REALTORS® are designed to help REALTORS® articulate their unique value to communities across Ohio. The language in this document may also be used to guide answers to difficult questions that may arise from clients or community members. For additional messaging and other helpful resources, please visit NAR.realtor and ohiorealtors.org.



OVERARCHING MESSAGE

REALTORS® in Ohio proudly serve their clients, providing invaluable counsel through the complex financial and legal aspects of real estate transactions. As entrepreneurs and small business owners, REALTORS® are dedicated to the communities in which they live and work, helping millions of Ohioans to achieve their dreams of homeownership, the pathway to build intergenerational wealth.

☰ TOPLINE MESSAGES

REALTORS® are professionals and members of their communities

- REALTORS® provide necessary and critical services, information and counsel throughout the real estate buying and selling process.
- REALTORS® passionately help the next generation of Americans make homeownership a reality.
- REALTORS® work by a strong Code of Ethics, which means that they must treat their clients honestly and fairly.
- REALTORS® advocate for fair housing for all people.
- REALTORS® continually engage in their communities through philanthropic work and giving.
- REALTORS® are small business owners and entrepreneurs – across the U.S 65% of these hardworking individuals are women. The average REALTOR® in the U.S. makes less than \$60,000 per year.
- REALTORS® facilitate economic benefit through the sale of property, generating more than \$100,000 in direct local economic activity for every one home sold. Every two home sold supports one American job.

REALTORS® serving their clients

- REALTORS® help their clients navigate incredibly complex processes that involve countless forms and paperwork, and coordination with lenders, inspectors, other agents, escrow companies, title companies and appraisers. The phases of their work supporting buyers and sellers include:
 - Pre-listing activities.
 - Listing appointment planning and presentation.
 - Offer submission, evaluation and negotiation.
 - Contract review and processing.
 - Home inspection counsel and coordination.
 - Appraisal support.
 - Closing preparations and processing.
 - Post-closing follow-up.
- As a fiduciary, REALTORS® ensure that their clients' interests are represented in pricing, negotiation and closing.
- Online resources such as listing aggregators appear to be helpful tools for today's informed buyers and sellers, but the information is often incomplete, misleading and sometimes outright false. REALTORS® help their clients interpret the information they find online so that it can ultimately help the process.
- Consumers always have the freedom of choice. They can choose if and when to engage a REALTOR® and can always negotiate the compensation.
- The compensation structure — in which listing brokers offer compensation to buyer brokers for finding a buyer — was developed organically in the marketplace and has been in use for decades.
- The compensation structure promotes consumer choice, encourages market competition and boosts access to homeownership.
- The compensation structure benefits both buyers and sellers.
 - The broker's compensation for services rendered in respect to any listing is solely a matter of negotiation between the broker and his or her client, and is not fixed, controlled, recommended, or maintained by any persons not a party to the listing agreement.
 - Buyers benefit from the professional representation of a REALTOR® in what for many will be the most significant, complex purchase of their lives.
- By removing the burden of broker compensation for the buyer, the dream of homeownership is more accessible. For lower- and middle-income buyers in particular, saving for the broker compensation on top of down payments and closing costs could make purchasing a home unaffordable. The same would be true for veteran home buyers because VA loans prohibit them from paying buyer broker fees.

Ohioans appreciate their REALTORS®

- More than eight in 10 of Ohio residents reported being satisfied with their last experience using a real estate agent.
- 74% of Ohio residents reported feeling that their real estate agent earned their commission.
- The top four words Ohio residents used to describe real estate professionals are Professional, Knowledgeable, Helpful and Experienced.