



WHEN IT COMES TO WHETHER OR NOT YOUR REAL ESTATE AGENT IS A REALTOR,[®]* DOES IT MATTER?

It often does to your bottom line during a home sale transaction.

In a recent analysis of the two largest MLS's in metro Atlanta, REALTORS[®] once again out-performed licensed agents who are not REALTOR[®] association members. Some findings include:

FMLS MEMBERSHIP IS COMPRISED OF
55% REALTOR[®] MEMBERS & **45%** NON-MEMBER LICENSEES

THE REALTORS[®] PRODUCED:

83%
OF THE DOLLAR VOLUME



81%
OF THE UNITS SOLD FOR FMLS



19 **OUT OF THE TOP 25** AGENTS IN FMLS ARE REALTORS[®]



GEORGIA MLS MEMBERSHIP IS COMPRISED OF
70% REALTOR[®] MEMBERS & **30%** NON-MEMBER LICENSEES

THE REALTORS[®] PRODUCED:

90%
OF THE DOLLAR VOLUME

88%
OF THE UNITS SOLD FOR GEORGIA MLS

23 **OUT OF THE TOP 25** AGENTS IN GEORGIA MLS ARE REALTOR[®] MEMBERS

THESE NUMBERS TELL THE STORY

REALTORS[®] are consistently the “best of the best” in production and earnings. A home purchase or sale is often one of the largest financial transactions any individual will make in their lifetime – trust only the best to guide you through this process.

Source: Smart Data, 2019

ASK YOUR AGENT IF HE OR SHE IS A

REALTOR[®]!

*REALTORS[®] are licensed agents who voluntarily choose to join the National Association of REALTORS[®] (NAR). NAR member adhere to a strict Code of Ethics, participate in extensive training opportunities, and possess a wealth of community information.

REALTOR NAME

PHONE NUMBER | WEBSITE

