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Realtor education standards higher than ever

When you choose a realtor to help buy or sell your home, your real estate transaction is in very capable hands. A realtor has the knowledge, experience and skills needed to ensure your best interests are taken care of first and foremost.

Before receiving a real estate license in Ontario, an individual must go through an intensive educational process developed by OREA on behalf of the Real Estate Council of Ontario. But that's only the beginning. During the first two years after receiving their license, real estate professionals participate in an articling program, taking additional courses while they work under the guidance of an experienced real estate broker. Then, to maintain that license, a real estate professional must complete continuing education courses including a real estate update course every two years.

In order to be called a "realtor," a licensed real estate professional must become a member of a local real estate board as well as the Canadian Real Estate Association (CREA) and the Ontario Real Estate Association (OREA). When you

work with a realtor, you can expect strict adherence to provincial law as well as to a national code of ethics ensuring you'll receive the highest level of service, honesty and integrity.

So, not only can you expect a realtor to be extremely knowledgeable, but this individual will also possess a high level of professionalism and top-notch customer service skills.

Realtors have worked very hard in recent years to raise the bar of professionalism through the achievement of self-management for the real estate profession and the creation of the Real Estate Council of Ontario (RECO). A self-imposed code of ethics, a strong commitment to consumer protection and more stringent licensing requirements including mandatory continuing education are just some of the ways Realtors are demonstrating their desire to provide the best service possible to Ontario consumers.

Standards for real estate education are also higher than ever. All licensing courses designed by OREA meet and exceed national standards set out in the National Code of Real Estate Education. And, courses are continually updated to ensure realtors are on the leading edge of what's happening in real estate today. As well, people entering the field of real estate today have higher levels of education. A recent U.S. study showed that 30 per cent of individuals entering the real estate profession had a college degree and 20 per cent had a graduate degree.

There are some obvious advantages to having a realtor who is well-educated,

knowledgeable and experienced. But there are even more reasons to choose a realtor. A realtor has access to an array of services, including the Multiple Listing Service (MLS) which can provide instant, thorough and accurate information on properties that might interest you or the MLS can give your home the attention it deserves by exposing it to thousands of other Realtors.

If you are buying a home, a realtor will act as an intermediary and help you deal at arm's length with potential vendors. He or she will help you to assess your needs and what you can realistically afford, target appropriate neighborhoods, provide facts on the costs of running a home and narrow down your search to a few desirable properties.

If you are selling a home, a realtor will give you a fair assessment of the market value of your property, develop a marketing plan to attract potential buyers and give you tips on how to increase the "saleability" of your home in order to obtain the best price possible.

Whether you are buying or selling, a realtor can also provide you with a list of lenders, lawyers, mortgage brokers and other professionals whose expertise you may need to complete a real estate transaction.

A strong emphasis on quality education and ongoing training, means that when you work with a realtor, you are working with an individual who cares about your needs and can provide you with sound, effective counseling and professional service.

—Ontario Real Estate Association

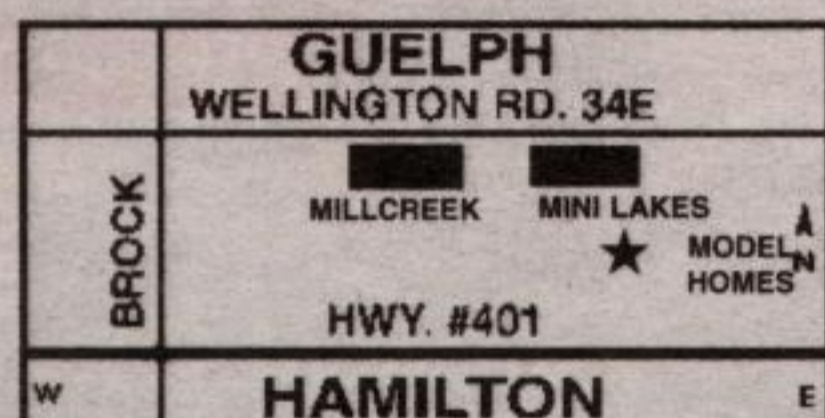
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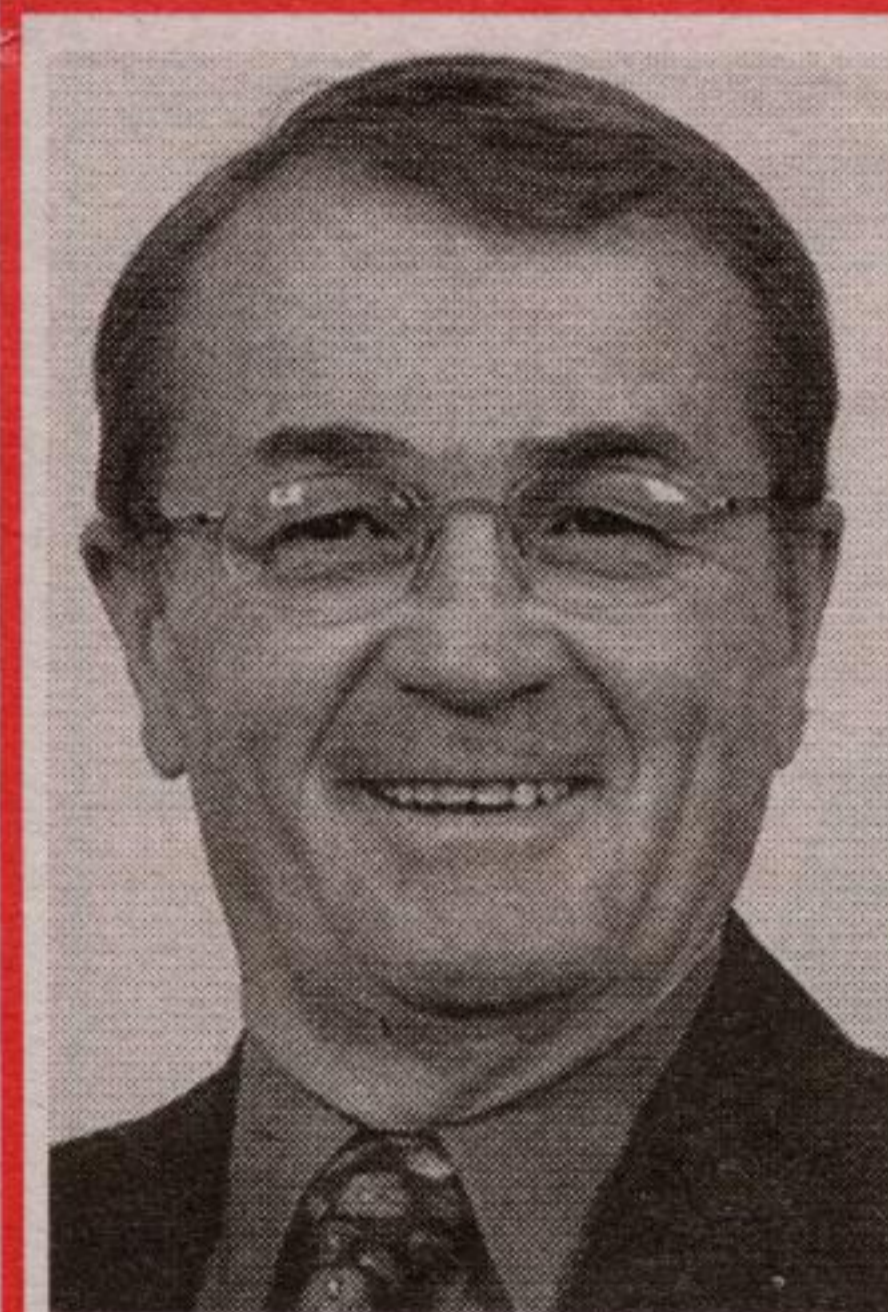
Wonderful 3 bedroom townhouse with some parquet floor. Eat-in kitchen. Walk-out to fenced yard. Parking right in front! Call **Marvyn****.



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RC A01-150



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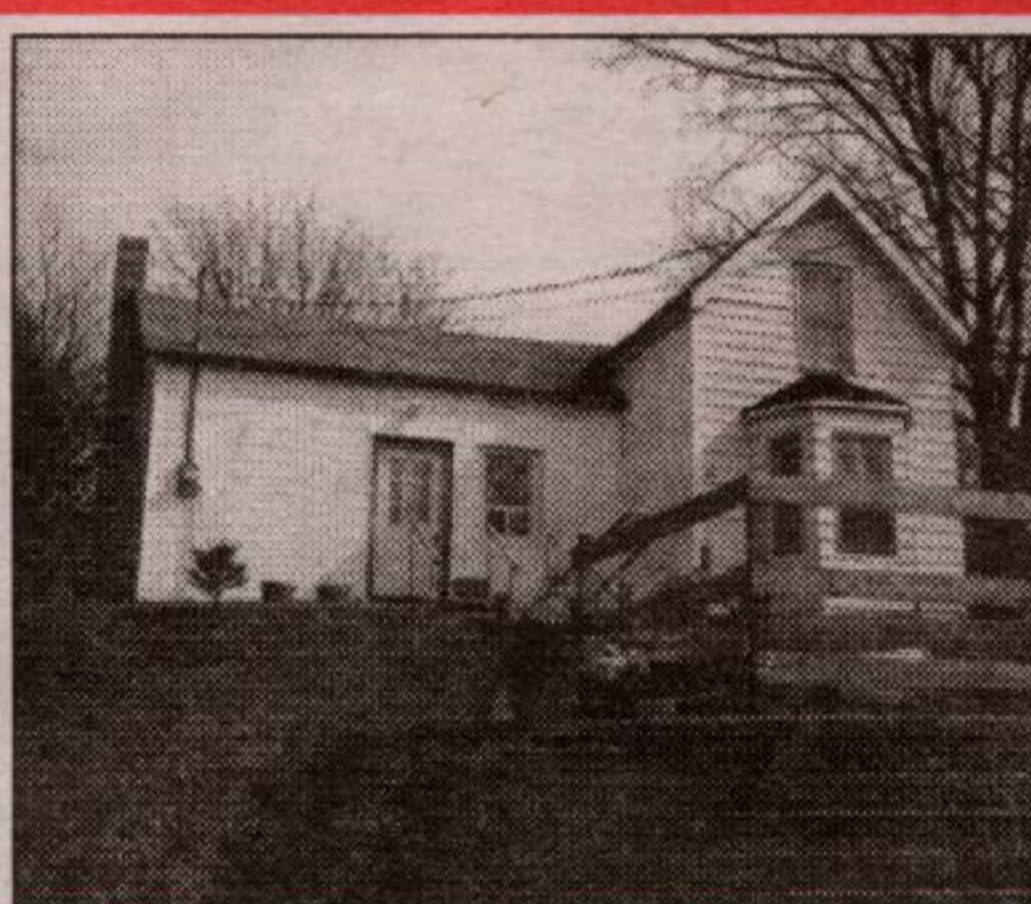
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3 bedroom home on large lot. Easy commute - walk to "GO" train. For an exclusive appointment call **Jim Akers**** 877-5165.
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**AFFORDABILITY
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**I NEED YOUR
HOME TO SELL!!**



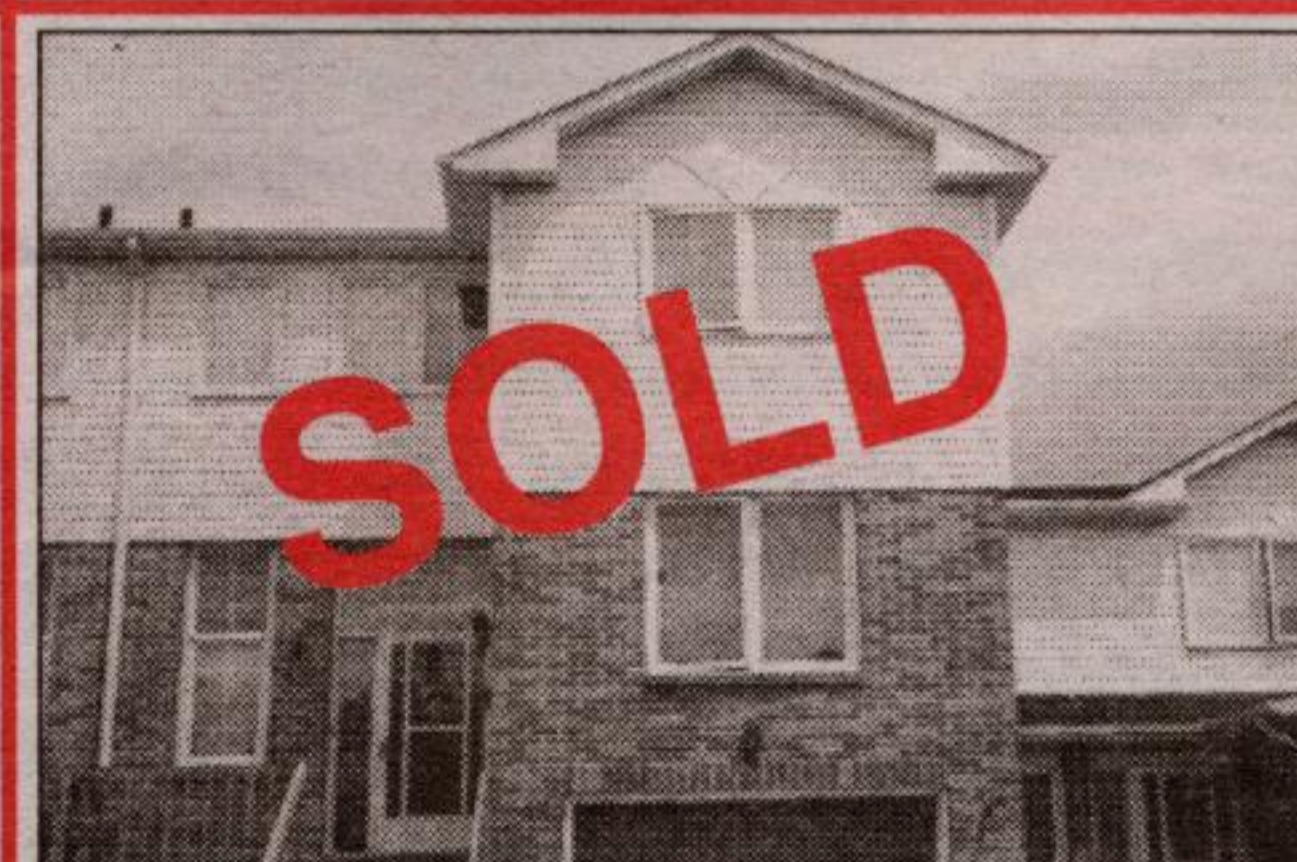
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