



WHY YOU SHOULD CHOOSE A **KELLER KNAPP** AGENT

# WHO ARE WE?

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At Keller Knapp, it's about much more than real estate - it's about being better neighbors. That means that a Keller Knapp agent is wholly committed to their client, community and city, as well as each member of the Keller Knapp family.



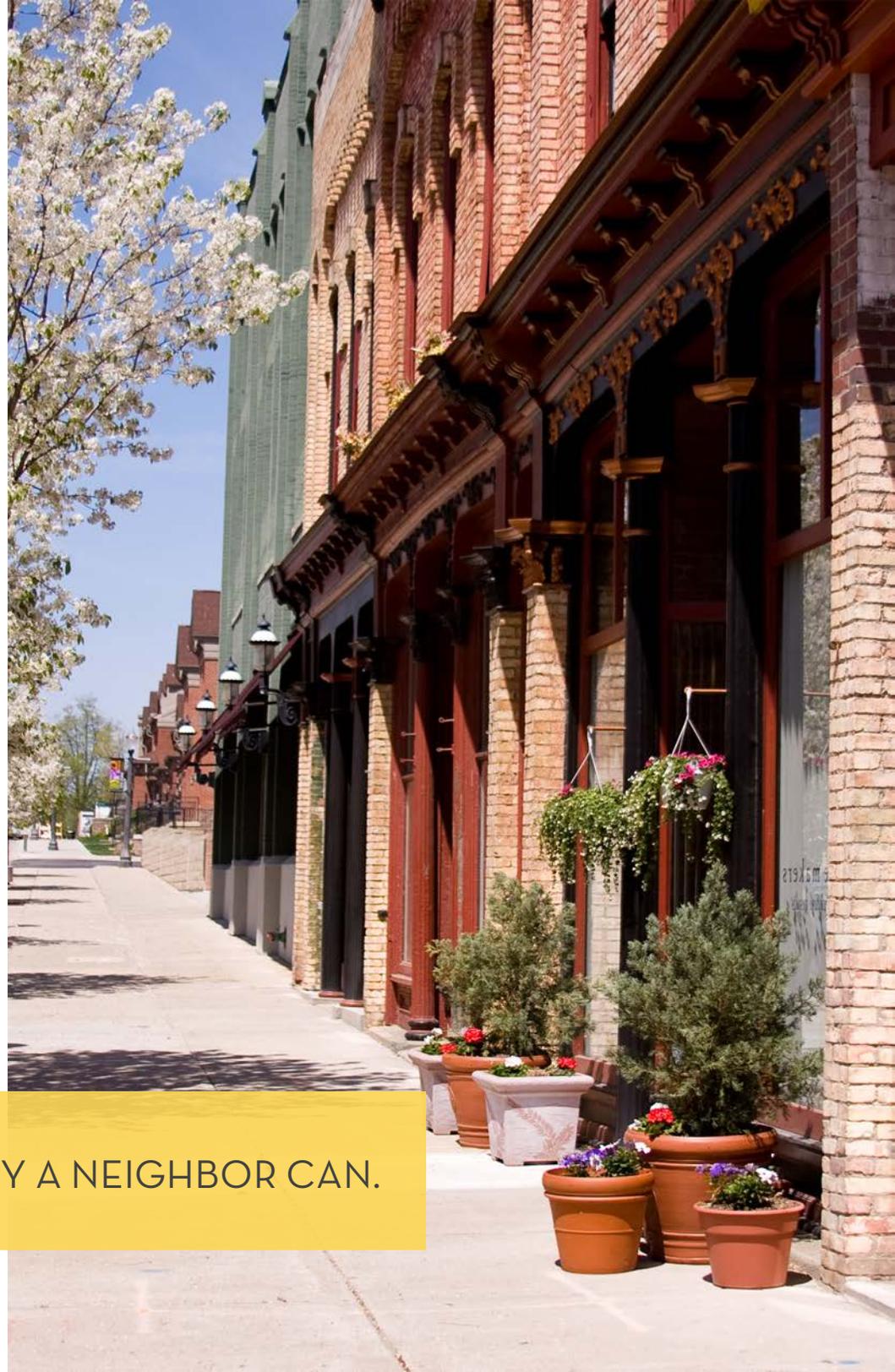
**WHOLLY COMMITTED** TO OUR CLIENTS, COMMUNITY AND CITY

# OUR MISSION

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Always with Atlanta's greater good in mind, our mission is to strengthen our communities through agent engagement, providing unmatched local expertise to our clients in a way that only a neighbor can.

**LOCAL REAL ESTATE EXPERTISE... LIKE ONLY A NEIGHBOR CAN.**



# WHAT MAKES KELLER KNAPP DIFFERENT?

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As Keller Knapp agents, we live, work and play in the communities that we serve. And, we uphold an unwavering commitment to developing lifelong relationships with our clients as their trusted real estate advisor. We are:

- Neighborly
- Engaged
- Resolute



WE'RE KELLER KNAPP REALTY. **AND, WE'RE ALL IN.**

# WHAT DOES IT MEAN TO BE ALL IN?

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**WE'RE ALL IN** with the local real estate market.



**WE'RE ALL IN** with our clients.



**WE'RE ALL IN** with our communities.



**WE'RE ALL IN** with Atlanta.



Keller Knapp REALTORS are industry experts, trained counselors, savvy negotiators and resourceful professionals who can lead you seamlessly from contract to closing on the home of your dreams. Learn how...



# WHY SHOULD I BUY A HOME?

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- Pride in your home/no landlord
- Tax benefits, including mortgage interest and property taxes
- Rent is often higher than a mortgage
- Appreciation potential - Average rate of appreciation is 4.4%
- To invest in myself and my future



## WHY DO I NEED A REALTOR<sup>®</sup>?

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Whether you're in the market for a primary residence, an investment property or a second home, purchasing real estate involves many important considerations. Your real estate agent can provide the expertise needed to help you find the home of your dreams.



# WHY DO I NEED A REALTOR®?

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KELLER KNAPP REALTORS ARE:

- Market authorities who stay abreast of inventory and market conditions
- Savvy negotiators who can identify advantages and disadvantages in purchasing a particular home and can help win terms that best suit your needs
- Industry experts who can lead you seamlessly from contract to closing
- Resourceful professionals who can refer you to proven service providers
- Members of the National Association of Realtors (NAR) and must abide by the Code of Ethics and Standards of Practice enforced by the NAR



# WHY DO YOU NEED A BUYER AGENCY AGREEMENT?

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- Just like when you hire an accountant, a doctor or an attorney, YOUR Buyer's Agent will guide you through the home-buying process, saving you time researching and negotiating, as well as facilitating the closing process.
- When you sign a Buyer's Agency Agreement you are agreeing to "hire" a personal representative who, by law, must represent your best interests to the best of her/his ability.
- There is typically no cost associated with a Buyer's Agency Agreement. The Seller's Agent is usually responsible for paying the Buyer's Agent fee.



LET'S GET STARTED!