



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.



**KELLER KNAPP**  
— REALTY —

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.**



**KELLER KNAPP**  
REALTY



# 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'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.





# 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 BUYER'S AGENT?

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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 Keller Knapp agent can provide the expertise needed to help you find the home of your dreams.







## IS IT IMPORTANT TO USE A REALTOR®?

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At Keller Knapp, all of our agents carry the designation REALTOR®. This means our agents are:

- Members of the National Association of Realtors (NAR) and must abide by the Code of Ethics and Standards of Practice enforced by the NAR
- 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





# WHY DO YOU NEED A BUYER AGENCY AGREEMENT?

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- Buying a home is the biggest purchase most people will make during their lifetime.
- 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.







LET'S GET STARTED!