



Emerald Coast Association of REALTORS®



**FOR IMMEDIATE RELEASE**

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**ECAR Thanks BBB for Acknowledging Importance of Selecting the Right Realtor**

**(Emerald Coast, Fla)** – The Emerald Coast Association of Realtors (ECAR) would like to thank the Better Business Bureau (BBB) for their recent article on the importance of selecting the correct real estate professional for your needs and for acknowledging Realtors in particular. ECAR represents over 2300 Realtor members and knows that every buyer or seller is unique and must find the right Realtor for them.

When searching for a real estate professional, be aware that there is a big difference between a real estate agent and a Realtor. A Realtor meets all the requirements of a licensed real estate agent, but they take the gravity of their profession a step further. In order to call themselves a Realtor, real estate agents and brokers must join the National Association of Realtors and agree to abide by a strict enforceable Code of Ethics that requires them to treat all parties fairly and work in the best interest of their customers and clients, among other requirements.

The term “Realtor” is a licensed and trademarked term. Not everyone who has their real estate license can call themselves a Realtor. Just like not all bleach is Clorox or soda, Coca-Cola, not all real estate licensees are Realtors. When you work with a Realtor, you can feel confident that you are working with a professional committed to providing the best service possible. If you feel that your Realtor has not met their professional requirements under the Code of Ethics, you have the option to file a complaint with the local association.



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Buying or selling a home is one of the largest transactions you may ever make and finding the right Realtor for the job is crucial. ECAR receives calls each day from prospective buyers and sellers wanting to know the name of our “best” Realtor. While the association does not provide that information (nor do we keep track of that), we do encourage customers to interview different Realtors and look for someone with whom they would like to work. Many of our Realtors create friendships and relationships with their customers that last a lifetime. Realtors along the Emerald Coast are waiting to work with you. To find a Realtor or your next home, go to [www.EmeraldCoastHomesOnline.com](http://www.EmeraldCoastHomesOnline.com).

*The Emerald Coast Association of Realtors is a not-for-profit trade association with over 2300 members. The mission of the Emerald Coast Association of Realtors is to assist all members in promoting their success through education, marketing, and member services.*

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