

# The REALTOR® Difference

## Excellence in Everything We Do



### Why a Code of Excellence?

The Code of Excellence I choose to live by is more than being just an agent. To stand out among the rest, assuring my clients they are working with the utmost respected business professional, I know I must choose excellence in real estate... and that means I choose to be a REALTOR®!

Anybody can be an agent by simply getting a real estate license. But, to be a REALTOR® takes much more. REALTORS® are the leaders of the industry and choose to be more: more Knowledgeable, more Professional and more Ethical. REALTORS® strive for Excellence by leading, outperforming and achieving more every day.

In most cases, the sale or purchase of a home is the largest and most complicated transaction in someone's life. Don't make a decision of this magnitude without proper guidance and leadership.

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### Are you represented by a REALTOR®?

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Terry Swanson, REALTOR®  
678-679-1400 (office) · 770-789-5846 (cell)  
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REALTOR® - A Registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics. Inquiries regarding the Code of Ethics should be directed to the board in which a REALTOR® holds membership.



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# The REALTOR® Difference

## Professionalism At All Times

**Why am I a REALTOR®?** Because, I choose to differentiate myself, set higher expectations, and provide my clientele with the best experience possible in a real estate transaction. We call it our Code of Excellence.



This code inspires me to strive towards being an industry leader and succeed in continually outperforming others through better education, broader knowledge, advanced designations, and a deeper pool of experience to draw upon.

As a REALTOR®, I've chosen to set myself apart from being just an Agent and invest in my career to better represent my clients. So, I ask, "If an Agent cannot even invest in their own career, how are they going to be able to invest what it takes to represent you in a professional manner?"

Selecting a REALTOR®, who subscribes to a Code of Excellence, is the only choice you should make when selecting a representative to assist in what is most likely, the largest and most complicated transaction of your life.

**Did you know . . .** REALTORS®, not Agents, are lobbying to help protect all homeowners from attempts to tax your biggest investment, your home. Ask about the REALTORS® role in the recent attempt to eliminate the Mortgage Interest Deduction.

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# The REALTOR® Difference Shielding Homeownership



**Did you know . . .** REALTORS®, not Agents, are the first and only line of defense against government legislation and taxation of your home?

**Did you know . . .** REALTORS®, not Agents, lobbied to stop the recent attempt to eliminate the Mortgage Interest Deduction.

**Did you know . . .** REALTORS®, not Agents, lobbied to pass the Capital Gains Tax Exemption and stop the recent attempt to eliminate it.

As a REALTOR®, and not simply an Agent, I have chosen to help lead the fight for Property Rights and the protection against the threats of to homeownership. My single investment is helping to save homeowners ten of thousands of dollars over their lifetime.

So, don't allow for holes in your defense of what is most likely, the largest and most complicated transaction in your life.

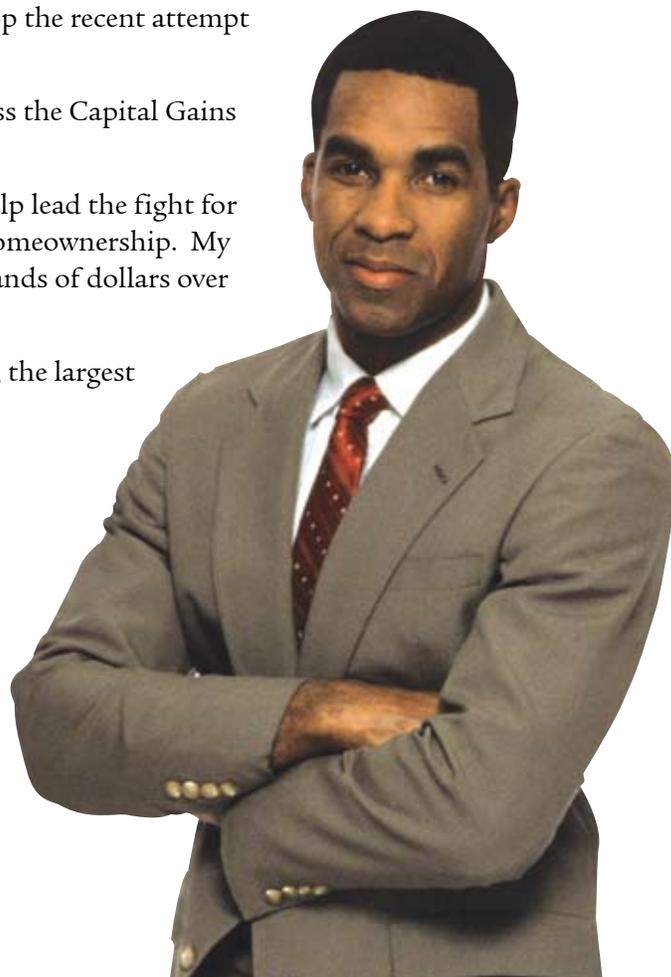
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