



NEWS RELEASE

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Collin County Area REALTORS® Introduces NAR “Consumer Guide” Series & Invites Community to Homeownership Education Event

Digestible, one-page resources provide clear guidance on key topics for home buyers and sellers working with agents who are REALTORS®

PLANO, Texas—Collin County Area Realtors (CCAR) introduced its members to a continuing series of National Association of REALTORS® consumer resources designed to help agents who are REALTORS® empower home buyers and sellers following recent practice changes. To date, NAR has published eight installments in the series and will continue to release new resources in the weeks ahead.

“Educating consumers on the home buying and selling process has always been job number one for Realtors across the county. Now we have new resources on key topics that consumers can digest at their own pace,” said Jamuna Thill, CCAR President, “I hope the public finds these helpful, and if they still have questions, Collin County Realtors is here to help.”

The following guides are currently available—in English and Spanish—on facts.realtor:

- **[Why am I being asked to sign a written buyer agreement?](#)**: Covers recent practice changes when it comes to working with a real estate professional as a home buyer.
- **[Open houses and written agreements](#)**: Covers what buyers need to know about touring homes, attending open houses and when a written buyer agreement is needed.
- **[Realtors®’ duty to put client interests above their own](#)**: Covers NAR’s Code of Ethics that all agents who are Realtors® must follow and their ethical duties to act in their client’s best interests.
- **[What veterans need to know about buying a home](#)**: Covers what NAR is doing to promote access to financing for veterans and highlights the options available to veteran buyers in their homebuying process.
- **[Offers of compensation](#)**: Covers the process and options available for offering compensation to a buyer’s agent and the reasons why this may be a compelling option for sellers to consider when marketing their property.
- **[Negotiating written buyer agreements](#)**: Covers what home buyers should expect when negotiating a written buyer agreement with an agent who is a Realtor®.
- **[Seller concessions](#)**: Covers the process and options if home sellers choose to offer concessions to attract buyers or close a deal.
- **[Multiple Listing Services](#)**: Covers what an MLS is and how it aids in the homebuying and home selling process.
- [NOTE: Check facts.realtor for the latest resources]

“At the heart of what we do as REALTORS®—who abide by a strict code of ethics – is protect and promote the interests of our clients,” said Kevin Sears, President of the National Association of REALTORS®. “We are committed to making the process of buying or selling a home as transparent and seamless as possible for clients, and this new series of guides provides an exceptionally clear roadmap for the process of working with an agent who is a REALTOR®.” For more information and the latest consumer resources, please visit facts.realtor.

Want more? Attend CCAR’s Homeownership Education Event in Plano Saturday, October 5

CCAR has joined with the North Texas Realtors In Action Foundation to host a free Roadmap to Homeownership event this weekend to help residents learn more about the homebuying process. The event will take place on Saturday, October 5, 2024, from 10 a.m. to 1 p.m. at Collin County Area Realtors’ Headquarters at 6821 Coit Road, Plano, 75024. Attendees can reserve their free seat at www.ccar.net/roadmap.

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Affiliated with Texas REALTORS® and the National Association of REALTORS®, Collin County Area REALTORS® is the source for professional and reliable real estate information.

About the National Association of Realtors®

The National Association of Realtors® is America’s largest trade association, representing 1.5 million members involved in all aspects of the residential and commercial real estate industries. The term Realtor® is 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](#).