



# THE SRS *Advantage*

The Seller Representative Specialist (SRS) credential is awarded to REALTORS® who have completed advanced specialized training in seller representation, and is recognized by the National Association of REALTORS®.

**The confidence of  
earned expertise.**



**Qualified and committed to helping you achieve a successful transaction.**

## *What you can expect*

- Guidance through each step of the selling process.
- A customized marketing strategy specific to your property to attract interest and **qualified** buyers.
- An objective evaluation of competing and sold properties to determine a realistic and optimum list price.
- Understanding of contracts to represent your interests.
- Experienced negotiator who can collaborate with a variety of cooperating agents of all skill levels to ensure the best possible outcome for your sale.
- Navigate the paperwork so you understand options and ramifications.
- Find solutions to any potential obstacles.
- Adherence to a strict Code of Ethics.

**A Seller Representative Specialist (SRS) is member of an elite group of trained seller advocates. Your trusted advisor when it matters most.**

**Experience counts.  
Credentials matter.**

