



People use the terms REALTOR® and real estate agent interchangeably, but they aren't alike. Not every real estate agent is a REALTOR® and not every REALTOR® is a real estate agent. There are things that differentiate the two and set them apart from each other.

## Real Estate Agent

**A real estate agent is anyone with a real estate license. In the general scheme of things, an agent is the very first step on the ladder of real estate services.**

In WI, you must complete 72 hours of board-approved pre-licensing education OR 10 credit hours of real estate and/or real estate law courses from an accredited institute of higher education, pass an examination comprised of 140 multiple choice questions with a score of 75 or higher and complete 18 hours of continuing education every 2 years in order to renew their license.

## REALTOR®

**A REALTOR® is a professional who holds a current real estate license and who is a member of the National Association of REALTORS®, the largest association in the nation. This membership is what makes a REALTOR® different from your average real estate agent. Only members of this association can call themselves a REALTOR®.**

Professional standards separate REALTORS® from general real estate agents. REALTORS® observe commission laws and adhere to a strict Code of Ethics enforceable through state associations, which includes putting the interests of his or her clients above their own interests. The Code of Ethics helps protect buyers and sellers by ensuring a high level of professionalism. REALTORS® strive for integrity, honesty and competency.

REALTORS® have access to a national resource of information and knowledge that promotes further education and professionalism in the industry. REALTORS® are also up-to-date and involved with local legislation including community ordinances. So when hiring someone to represent you in the home buying or selling process, be sure to ask if they are a REALTOR®.