

A photograph of a bright, modern living room. On the left is a white fireplace with a wooden mantel. In the center is a large, leafy green plant in a woven basket. To the right is a green sofa with a patterned pillow. A window with white curtains is in the background, showing a view of trees and a house. The entire scene is framed by a white border.

# BUYERS BEGIN HERE.

Everything you need to know. All in one place.

**BERKSHIRE  
HATHAWAY**  
HOMESERVICES

HOMESALE  
REALTY

Your World. Under One Roof.

# FINDING YOUR HOME STARTS BY FINDING OUT WHAT MATTERS TO YOU.

Finding and buying the home that fits you is a highly-personalized process. Therefore, we like to start by identifying your particular wants, needs, values, and interests. This lets us tailor our support throughout the homefinding process to suit your unique plans.

## THINGS TO THINK ABOUT:

- What are your priorities with this move?
- Are there any particular problems you're worried about?
- Is there any specific support you need from me as your preferred REALTOR®?

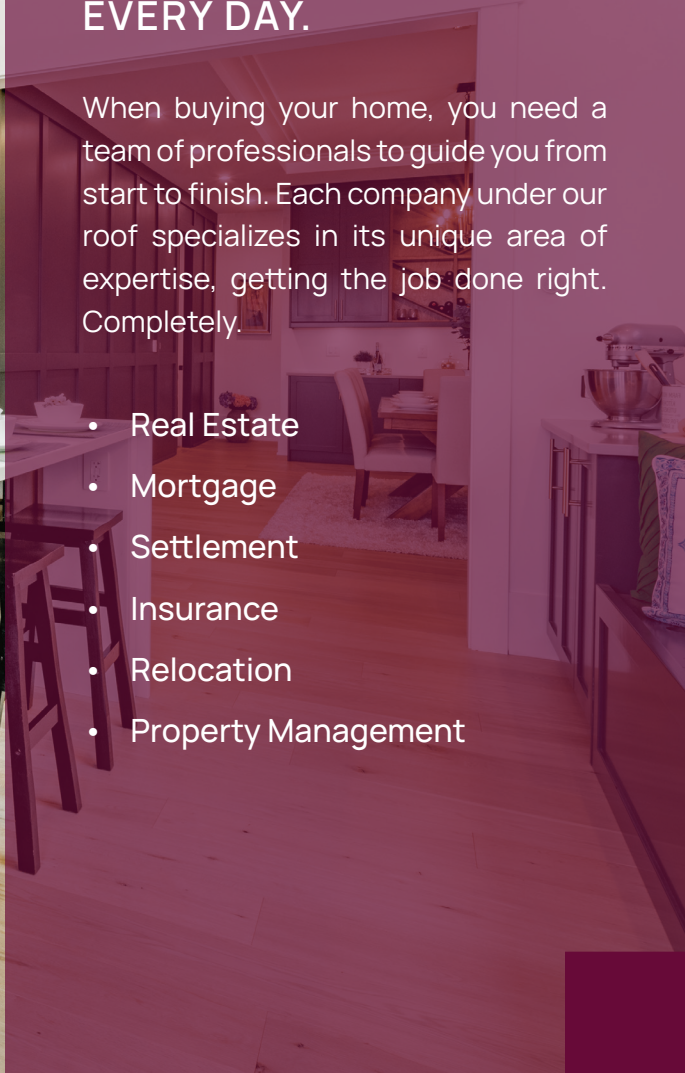


## THE HOMESALE COMPLETE TEAM:

### EARNING ITS NAME EVERY DAY.

When buying your home, you need a team of professionals to guide you from start to finish. Each company under our roof specializes in its unique area of expertise, getting the job done right. Completely.

- Real Estate
- Mortgage
- Settlement
- Insurance
- Relocation
- Property Management





LET'S GET READY  
TO LOOK AT HOMES.





A little planning will make a big difference in finding the right home for you. It will also make your experience much more enjoyable. Together, let's identify what's most important to you, and let's look at some different ways to strategize (and de-stress) your home search.

## THINGS TO THINK ABOUT:

- What features are you looking for in a home? (e.g., style, floor plan, yard, view)
- What type of neighborhood will best match your lifestyle and activities?
- Who will be living in your household? What are their needs?
- If you work outside your home, what do you consider a comfortable commute?
- Is there a definite time frame you need to be moved in by?
- Who will be included in the homefinding and buying decisions?
- What to look for when going through showings (e.g., overall condition of the interior and exterior, thoughts on the neighborhood, favorite and least desirable features)

# BUYER, PREPARE.

From pre-qualifying to closing day, there's much to be done before you cross that threshold with keys in hand – applying for a mortgage, accepting the contract, submitting an offer, reviewing the title, conducting inspections, and more. Rest assured, we'll handle all the details with care, keeping you informed every step of the way.

## THINGS TO THINK ABOUT:

- Determining your price range
- Your plan to handle the financing
- If you need a home warranty
- What to watch for on your walk-through
- What you should do in the weeks beforehand for an easier move





# TOP TO BOTTOM. START TO FINISH. ALL UNDER ONE ROOF.

Any way you look at it, we offer everything you need to sell a home, and all in one place – because selling a home is a big endeavor, and we're here to make the experience a little easier for you.

**Homesale Real Estate:** Matching you with the right agent to provide you top-notch service

**Homesale Mortgage:** has been dedicated solely to serving agents' and borrowers' home financing needs for over 15 years

**Homesale Settlement:** Seeing that your settlement is processed and settled quickly

**Homesale Insurance:** Ensuring that your investment is protected

**Homesale Relocation:** Providing excellent service to make the relocation process easy

**American Heritage Property Management:** Working to increase your cash flow and enhance the value of your real estate investment





A photograph of a modern kitchen and dining area. The kitchen features white cabinetry, a marble backsplash, and a large island with a wooden countertop and four black bar stools. The dining area has a dark wood table with four black chairs. A large window on the right side of the kitchen provides a view of the outdoors. The ceiling has exposed wooden beams and a hanging light fixture.

# SELLERS BEGIN HERE.

Everything you need to know. All in one place.

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# STEP BY STEP, WE'LL GET YOUR HOME READY TO SELL.

You've taken a big step by deciding to sell your home. But what comes next? To maximize your house's sale potential, you need to properly prepare it for potential buyers. We'll help you identify your house's strongest sales features and prioritize a plan to get it all ready for showings. By focusing your attention and making specific improvements, you'll help your property stand out from all the others on the market.

## THINGS TO THINK ABOUT:

- Walk through your house with your Homesale sales professional for specific improvement suggestions
- Make a room-by-room checklist to focus your attention
- Remember that details make the difference



# HOMESALE'S HOMESELLING PROCESS:

1. **Initial Consultation:** Understanding your particular needs, priorities, and expectations.
2. **Custom Marketing Plan:** Designing and executing scheduled marketing efforts.
3. **Reviewing Offer & Reaching Agreement With Buyer:** Guiding you through each part of an offer and negotiating on your behalf.
4. **Complete Settlement Process:** Document signing, inspections, removal of contingencies, and buyer's final walk-through.
5. **After-Sale Services:** Assisting you with finding your next home and providing you with homeowner resources.

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Real Estate | Mortgage | Settlement | Insurance | Relocation | Property Management

# PREPARE YOUR HOME FOR A POSITIVE IMPRESSION.

Your house may fulfill a potential buyer's criteria of location, price, style, and amenities, but to help it sell for the highest price possible, it also needs to connect with buyers on an emotional level. From first impressions to finer details, here are some ways to say 'Welcome, you're home' to potential buyers.

## THINGS TO THINK ABOUT:

- Start with curb appeal, then move to living areas
- Highlight the kitchen and bathrooms – buyers tend to focus here
- Achieve 'move-in condition' by making simple repairs to leaky faucets, sticky doors, etc.
- Clean all walls, floors, light fixtures, countertops, mirrors, and appliance surfaces









# | NOW, IT'S SHOWTIME.

When you know a showing is scheduled, it's time to put those last-minute touches on your property, spot clean, and create the best impression for maximum impact when the buyers arrive. Remember, every detail makes a difference.

## THINGS TO THINK ABOUT:

- Empty all wastebaskets and wipe surfaces free of any fingermarks
- Open all draperies during the day to let light in
- Adjust the temperature to a comfortable setting
- Create a warm welcome with atmospheric touches like soft music and fresh aromas
- Keep pets out of the home during showings
- Have utility bills handy to answer any questions about utility costs
- Let your REALTOR® field any negotiation questions

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