



The Key Signature System

Step 1 Let's Meet!

The first consultation is so important. We start by scheduling a convenient time to meet, usually at your home. All decision makers should be present at this meeting. I want to get to know you so I ask open-ended questions about your goals and desires. I want to hear your story. These things help me to really understand and identify the motivators for the move. The more I know about your reasons for moving the better I can understand your current situation. We discuss your timeline expectations and evaluate the "Big Picture."

Understanding your lifestyle and future goals is so important to making sure that you're happy with your next purchase. Even if we've known each other previously, I usually learn something new during this meeting. We all need to be on the same page to create a customized plan that works for you and your family.

We'll also evaluate the financial aspect of the home sale and purchase. We may move onto this step at the end of the initial consult if all parties are ready to move forward. Time to flex those math skills! We begin by confidentially discussing your current mortgage balance and liabilities and determine if the purchase will be cash or financed. We also determine if the current home needs to sell before closing on the new home.

If the home purchase will be financed, the next step is connecting you with a preferred lender. We also discuss down payment resources, closing costs, tax prorations, county doc stamps, insurance and escrow deposits.

Before we begin viewing properties the assurance from a lender or financial institution is a must. We want to make the best use of your time, and as a busy family narrowing the price range and finding a "sweet spot" will put you on the fast track. If you're paying for the home with cash, congratulations baller! Despite your baller status the seller will want to see "proof of funds" which is the equivalent of a pre-approval letter. The pre-approval process usually only takes a day or two and is well worth the wait.

Step 2 Reality "check please"

At this point we've had our initial consult, set expectations, and the finances are secured. Now it's time to transform your resources into reality. To translate your buying power into the potential home of your choice. And time to multi-task!

During this step imagine you'll be wearing two hats, buyer and seller.  As the buyer we discuss your "wish list" including location, home type, size, number of bedrooms and bathrooms. I begin sending potential home matches for review through MLS email and personal texts. Your feedback is so important in this step to ensure the properties I send you are top contenders.

This step occurs before we actually house-hunt so the tours are of value and focused. There is no need to view homes out of budget if they mathematically cannot be a reality. This step creates a plan and sets your family up for success and a streamlined experience. Although the wait may be tedious, you are in the best position to successfully find your perfect home.

As the seller I explain expectations with you about paperwork, pricing, prepping, staging and photographing the home. The paperwork is simple – it's fill in the blank. The pricing is an educated and statistically-based determination. Prepping and staging and photographing.... I have tricks up my sleeve and will make the process hassle free.

Why does this happen?

I use these wish lists and paperwork to hone in on your needs, wants and desires. It'll also make the other steps below much easier. I strive to get your constant feedback so that I know exactly what is the most suitable choice for you.

Step 3. Let's find your new home!

It's tour time! After reviewing homes online together we develop a list of homes to tour. We meet at your convenience and view anywhere from 1-5 homes. I always provide an information folder on the first tour. This includes property information, community information and any other local tidbits that may pertain to the homes. The tour includes water bottles and refreshments, bathroom breaks and sometimes a coffee or lunch.

I always encourage you to visit the community several times throughout the days of the week. This allows your family to observe traffic, activities, bus stop locations, etc.

Once the ideal home has been identified I put together the best presentation package. We will include a "love letter", your pre-approval document or proof of funds, a strong offer with agreeable terms. I'll communicate your desire to purchase the home to the listing agent, and my commitment to a professional, courteous transaction with attention to detail and timeline awareness.

At this point you've done your homework and heavy lifting and the offer is up for negotiation. Within 24 – 48 hours you'll know if the contract is accepted. While the ball is in the seller's court, rest assured you made an educated decision on which home to pursue. The price and terms were realistic and within budget. And most likely your offer will be accepted!

Why does this happen?

We get to know the homes on a tour and give you a taste of the neighborhood before buying. I also go to bat for you with the other party's agent to get the best terms possible. I want to make sure all the loose ends are tied up so we can get a contract rolling along.

Step 4

Listing and selling your home - all eyes on you!

Depending on your specific timeline your current home will also be on display. Prior to listing your home on MLS we will outline the home prep activities, light staging, and I'll hire the best photographer to showcase your home. I'll have full color brochures created as a nice take-away for prospective buyers. Eye catching social media ads will be prepped and ready to launch in the days leading up to your listing going live.

We'll design a schedule from which showings would be permitted. Work from home? Have 3 dogs and a cat? Not a problem. We will customize a showing schedule to meet your needs. Back-to-back open houses the first weekend is a great option to get the most serious buyers in and out all at once.

Ideally after a weekend of open houses, you will be presented with at least one offer. We will analyze the offer(s) as the purchase price is just one aspect of a strong offer. Do the buyers need to sell their home first? Is their closing date consistent with your goals? Do they have a healthy down payment? Paying cash?

Once the terms have been reviewed we will most likely form a counter offer. We want you to get the very most out of the transaction. I'll speak with the buyer's agent and try to sense the areas of "give" we can play with. Within a day or two all parties should be in agreement and ready to execute the contract with signatures.

Why does this happen?

I use my staging and marketing methods to bring out the best in your home. I want to do this to attract the right buyers. I also coordinate the showings and contract negotiations around your schedule.

Step 5 Smooth sailing through the escrow period

Congratulations - your offers were accepted on both sides! There's a lot going on at this time but don't worry.

We schedule and communicate with all necessary parties involved so all the i's are dotted and t's are crossed. We'll make sure nothing gets missed or forgotten.

Buyer 

The week of closing we'll arrange the final walk-through of the home and accompany you to closing. We'll celebrate at the closing table with some custom goodies and my favorite part... handing you the KEYS!

Seller 

We make sure all the conditions on our end are satisfied and the house is looking great for new buyers. Then we'll head to the title company for closing. Congratulations! You'll be wired the proceeds of the sale and we'll hand the keys over to the new owners. My hope is always for a "win win" environment and nothing but positivity and blessings for the home going forward.

And this is the happy ending to all your hard work and planning! And just like a fairy tale our relationship doesn't end there. We'll continue to provide you with frequent home valuation reports, neighborhood news, community events, and special invitation-only client appreciation events. The Key Realty Group strives to become your life-long source for all things real estate.

Why does this happen?

We do these final steps to ensure the deal goes through. We also help transfer utilities, title and HOA membership. You can always rely on us as a real estate partner for life. Stop by to say hi if you see us at an upcoming community event!

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