



BUYING A HOME

Fears vs. Facts

kw SHOWCASE
REALTY
KELLERWILLIAMS®



FEAR

FACT

I can't afford to buy a home.

I won't know until I do the math.



FEAR

I should wait for
the market to
improve.



FACT

There is never a
bad time to buy
the **RIGHT**
home.



FEAR

FACT

*I don't have
money for a
down payment.*

*I can find an
option that works
for me.*



FEAR

I should pay my student loans before purchasing.

FACT

Loans aren't a barrier to homeownership.



FEAR

I can't afford to buy a home because of my credit score.

FACT

Poor credit history and no credit history options are available.



FEAR

I should wait until I'm certain about my domestic future.

FACT

Buying now will allow you to be choosier in the future.



FEAR

Buying a home is too complicated.



FACT

With professional guidance, it will be a rewarding experience.



FEAR

I can't afford my dream home.

FACT

Buying a first home will get me closer to my dream home.