

8 Reasons to use a REALTOR® when buying New Construction or Developer Homes

When it comes to new construction homes, many buyers think that they can save some money by not using a real estate agent and, instead, buying directly from the builder's sales agent.

THIS IS A MYTH, AND ONE THAT CAN LEAD TO COSTLY MISTAKES!!

If you are planning on buying a new construction home, do not talk to a builder's sales agent-or sign anything! Until you consider the following reasons for being represented by a REALTOR®

1. The builder's sales agents represent the builder, not you

The sales agents who work for home builders can be very pleasant, friendly people. They are happy to show you the community's selling points & each home's fabulous upgrades options. However, at the end of the day, a sales agent's job is to make sales and watch out for the builder's interest.

2. A Realtor® Represents you FOR FREE

While it's true that Realtors do not work for free, this is a situation where you will not be paying the fees. Production builders understand that they will be paying for the homebuyer's real estate agent fees. They anticipate this cost and factor it into the price of the new home, whether you use a realtor or not.

3. A Realtor® understands the community, city and market

A real estate agent who is familiar with buying and selling in a given community or area will have the expertise to help you make better decisions when choosing your lot, floor plan and any optional upgrades. This will help you with resale value.

4. A Realtor® can negotiate to get you a better deal

While you may consider yourself to be a savvy negotiator, Realtors have specific experience within a community which gives them an edge. They know what promotions may be coming up, and understand the community's recent sales record. This is especially helpful when you are buying a home in another state, where you know less about the area.

5. A Realtor® will consider your investment and the home's resale potential

Builder's sales agents are primarily focused on the sale at hand. A good Realtor® will have a more long-term interest in your investment. I will help you buy a home that will have a strong resale value down the line, especially because I might be the one you call to help sell that home someday.

6. A Realtor® can explain all of your options

Sales agents can tell you all of the options that are available for new home constructions in their communities. Once I know what you want, I can help you find it even if that means expanding the search to a resale home, or to neighboring communities. A home that matches your criteria may be available now!

7. A Realtor® will help you understand the contract

Even if you've bought and sold real estate before, the sales contract is likely to have some confusion wording. Misunderstanding the legalese can lead to some expensive mistakes, particularly if there are problems during construction. I can help you fully understand everything in your agreement before you sign it.

8. A Realtor® can watch over your home during construction

When you are buying a new construction home, it's a good idea to keep an eye on the progress while it is being built. This is easier said than done if you are relocating to the area and currently live far away. Fortunately, many Realtors are happy to watch over your new home, making sure the upgrades are on track, and even send you progress reports.



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