

# Buyer's

## GUIDE

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**MARLA FERRARO**  
-REALTOR®-

**204-470-6248**





**Welcome! I understand that selling a Home can be a stressful and emotional process, and I pride myself on providing exceptional Customer Service and Clear Communication throughout the transaction.**

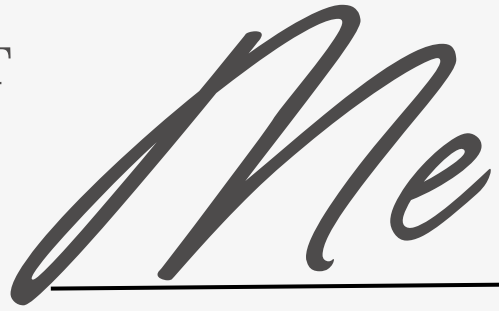
**My goal is to make the selling process as smooth and stress-free as possible, while ensuring that your needs are met every step of the way. Whether you are a first-time seller or a seasoned investor, I am committed to achieving your Real Estate goals and exceeding your expectations!**

**I look forward to meeting and working for you!**



@marlaferraro

MEET

A stylized, handwritten signature in a dark grey color, featuring a large 'M' and 'F' that are connected, with a horizontal line underneath.

**MARLA FERRARO**

REAL ESTATE AGENT



**As a Seasoned Real Estate Agent in Winnipeg, Manitoba, I have over a decade of experience in the industry. I am a Top Performer and have received the Director Award. My expertise in pricing, marketing and negotiating has helped me to consistently achieve top dollar for my clients. I am your go-to REALTOR®**

**My professional background includes Banking, Management, Team Leadership, Human Resources, Sales and Business Administration.**

**I have a passion for helping others! I am a proud mother to an amazing son, a 2x Cancer Survivor and a Professional Organizer! I am also a very active and connected Community Volunteer with Winnipeg Harvest, Siloam Mission, Cancer Care, Children's Hospital, Southdale C.C and Heart and Stroke Foundation.**

**As a professional organizer, I love decluttering and organizing! I can definitely help you prepare your home for optimal results, whether it's to stay or sell. I look forward to helping you!!**



# THE *Process*

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# HOME BUYER'S *Roadmap*



*Marla*  
FERRARO

- REAL ESTATE AGENT -

# 10 STEPS TO *Buying a home*

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1

FIND THE RIGHT AGENT

2

PREPARE FINANCES

3

GET PRE-APPROVED

4

CONTACT YOUR REALTOR

5

START HOME SHOPPING/SHOWINGS

6

MAKE AN OFFER

7

SATISFY THE CONDITIONS

8

FINALIZE OFFER

9

SCHEDULE THE MOVE

10

POSSESSION DAY



# 01

## FINDING THE *Right agent*

### GETTING YOU IN THE DOOR

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Finding the right buyer  
REALTOR® is crucial to ensuring  
a smooth and successful home-  
buying experience.

### ON YOUR SIDE

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I am an agent with experience, knowledge, strong communication skills, and a professional demeanor. I have a deep understanding of the local market and will provide you with personalized guidance and support tailored to your needs and preferences. I am committed to providing exceptional customer service. With me by your side, you can find the home of your dreams with confidence and ease.

### STAYING ON TOP OF THE PAPERWORK

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As a real estate buyer agent, staying on top of the paperwork is essential. I am highly organized and detail-oriented, and I pride myself on my ability to manage and track all necessary documents and deadlines with precision and efficiency.



### AFFORDABILITY

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As a real estate buyer agent, I focus on finding affordable properties that meet my clients' needs and budget.

### NEIGHBORHOOD EXPERT

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As a real estate buyer agent, I am a neighbourhood expert, knowledgeable about the local community, schools, amenities, and property values. I use this expertise to help my clients find the right neighborhood that meets their needs.

# 02 PREPARE *Financing*



## HOW MUCH HOUSE CAN YOU AFFORD?

If you are not purchasing a home with cash, you will need a mortgage pre-approval provided by your mortgage lender. A lender will work with you to get a loan that meets your needs.

## CHECK YOUR CREDIT

A mortgage requires a good credit score. You can improve your score by:

- ✓ Paying down credit card balances
- ✓ Continuing to make payments on time
- ✓ Avoid applying for a new credit card or car loan until you have been approved

## SAVE CASH FOR A DOWN PAYMENT & OTHER EXPENSES

- ✓ A Down Payment is typically between 5% & 20% of the purchase price
- ✓ Earnest Money is money you put down as a deposit.
- ✓ Closing Costs for the buyer run between 2% & 5% of the loan amount
- ✓ A Home Inspection costs \$300 to \$750

# 03 GET *Pre-approved*

Being pre-approved means you've actually been approved by a lender for a specific loan amount. You will need to provide documented financial information (income, statements, assets, debt & credit reports etc.) to be reviewed & verified by the lender.





# *Start* HOME SHOPPING

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# 04

START

## Home shopping

### START TOURING HOMES IN YOUR PRICE RANGE

Time to start shopping! I will take notes on all the homes we visit. Once I have found THE house for you, we will present an appropriate offer based on recent sales and current buyer activity in the area, as well as the value of the property in its current condition. Negotiations may take place after the offer is presented.



Tip

I WILL MAKE SURE TO CHECK EVERY LITTLE DETAIL OF EACH HOUSE

- ✓ Test the plumbing
- ✓ Test the electrical system
- ✓ Open and close the windows & doors to make sure they work properly

### EVALUATE THE NEIGHBORHOOD AND SURROUNDING AREAS

- ✓ Are the surrounding homes well maintained?
- ✓ How much traffic is on the street?
- ✓ Is it conveniently located to schools, shopping, restaurants, & parks





# *Make an* OFFER

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# 05 MAKE *an offer*

## WHEN TO MAKE AN OFFER:

So you have found THE house!  
Congrats!

## HOW MUCH TO OFFER:

We will sit down and look at recent sales and current buyer activity in the area, as well as the value of the property in its present condition. Putting all this information together, we will determine the price that you would like to offer.

## SUBMITTING AN OFFER

There are some components to an offer that makes it more appealing to the sellers.

- ✓ **Put Your Best Foot Forward**  
We will work together to discover options and create your best offer. Depending on the circumstances, you may have only one chance to make a good impression.
- ✓ **Shorter Inspection Periods**  
Try shortening the inspection period to 2- 5 days.
- ✓ **Offer to Close Quickly**  
Many sellers prefer to close within 30 days.



- ✓ **Put Down a Healthy Earnest Deposit**  
A large earnest money deposit shows the seller you are serious.
- ✓ **Cash Talks**  
A transaction that is not dependent on receiving loan approval is more attractive to a seller
- ✓ **Write the Seller a Letter**  
We will make your offer stand out by writing a personal letter to the seller, explaining why you fell in love with their home.

## AFTER YOU SUBMIT AN OFFER

### THE SELLER COULD

- ✓ **ACCEPT THE OFFER**
- ✓ **DECLINE THE OFFER**  
This happens if the seller thinks your offer isn't close enough to their expectations.
- ✓ **COUNTER-OFFER**  
A counter-offer is when the seller offers you different terms. If this happens, you can:
  - ACCEPT THE SELLER'S COUNTER-OFFER
  - DECLINE THE SELLER'S COUNTER-OFFER

### ■ COUNTER THE SELLER'S COUNTER-OFFER

You can negotiate back and forth until you reach an agreement or someone chooses to walk away.

### OFFER IS ACCEPTED - CONGRATS!

Sign the purchase agreement and you are now officially under contract! Now inspections, appraisals, or anything else built into your purchase agreement will take place.



# *Condition* PERIOD

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## 06 ORDER AN *inspection*

During the inspection period, we will schedule a licensed home inspector to do a thorough inspection of the home. Once this is complete, the inspector will provide us with a detailed report. You can take the issues as-is or request the seller to address some or all of the findings. We will be mindful and reasonable on smaller items while being very cautious and vigilant of potentially significant issues.



## 07 NEGOTIATE *final offer*

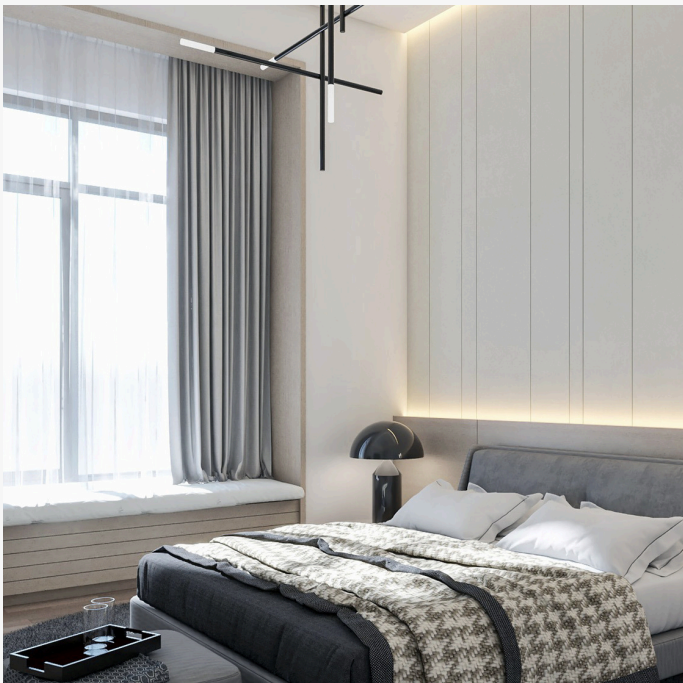
Issues typically arise after the home inspection, and those issues tend to result in another round of negotiations for credits or fixes.

- ✓ Ask for credit for the work that needs to be done.  
(Likely, the last thing the seller wants to do is repair work.)
- ✓ Think “big picture” and don’t sweat the small stuff.  
(A tile that needs some caulking or a leaky faucet can easily be fixed.)



# 08 APPRAISAL *ordered*

Your lender will arrange for a third party appraiser to provide an independent estimate of the value of the house you are buying. The appraisal lets all parties involved know that the price is fair. The loan file then moves on to the mortgage underwriter. If approved you will receive your final commitment letter that includes the final loan terms & percentage rates.



## PROPERTY TITLE SEARCH

This ensures that the seller truly owns the property and that all existing liens, loans or judgments are disclosed.

## HOME OWNERS INSURANCE

You'll need insurance for the new home before closing. This will protect against things like fire, storms, and flooding.



# *Schedule*

## YOUR MOVE

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# Possession DAY

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# 10 POSSESSION *day*

Closing is when you sign ownership and insurance paperwork and you receive your new home's keys!

## CLOSING DISCLOSURE

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Lenders are required to provide you with a closing disclosure, at least three days before closing. This will show you what your final loan terms and closing costs will be. You will have three days to review the statement. This is done to ensure that there are no surprises at the closing table.



## FINAL WALKTHROUGH

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Do a final walk through the home to check the property's condition. Make sure any repair work that the seller agreed to make has been done.

Be sure to:

- Make sure all appliances are working properly
- Run the water in all the faucets and check for any possible leaks
- Open and close garage doors with opener
- Flush toilets
- Run the garbage disposal and exhaust fans



# CLOSING TABLE

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Who will be involved:

- ✓ Your agent
- ✓ The seller
- ✓ The seller's agent
- ✓ A title company representative
- ✓ Your loan officer
- ✓ Real estate lawyer involved in the transaction

The closing typically happens at the lawyers. You will be signing lots of paperwork so get your writing hand warmed up!



# RECEIVE YOUR KEYS

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Congratulations!

It was a journey but you are now officially a homeowner!!

Time to celebrate!







# *What to* EXPECT

GREAT COMMUNICATION

HONESTY & TRANSPARENCY

INTEGRITY & RESPECT

LOCAL MARKET KNOWLEDGE

REACH YOUR REAL ESTATE GOALS



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REAL ESTATE AGENT

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