



HYBRID
PROPERTY PROS

HOME BUYING DEEP DIVE

A Comprehensive Guide for
Buyers Agents: Securing Clients
and Sourcing Homes



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NEED AND WANTS

LOCATION

Preferred neighborhoods or areas

Proximity to work, schools, public
transport, amenities



TYPE OF HOME

Single-family home, townhouse,
duplex, unit.

Desired square footage,
number of bedrooms and
bathrooms



FEATURES

Yard size, garage, pool, etc.

Special requirements (e.g.,
accessibility features)



INITIAL CONSIDERATIONS

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FINANCIAL PREPARATIONS



BUDGET

Maximum purchase price, down payment (10-20% of purchase price), LMI awareness below

MONTHLY COSTS

Mortgage payments, property taxes, insurance, utilities, strata fees.



CREDIT RATING

Pre-approval, ability to secure loan.

CURRENT MARKET CONDITIONS

HOUSING MARKET TRENDS



Buyer's market vs. seller's market, average home prices in desired areas.

ECONOMIC INDICATORS

Interest rates, local economic conditions, employment rates.



MARKETRES
EARCH

NEIGHBORHOOD ANALYSIS



1

Safety and Crime Rates

Understand local crime statistics and trends.

2

School Quality

When a campaign is officially launched, the website must include campaign-related information



3

Community Amenities

Assess availability of parks, shopping centers, and public services.



4

Understand Different Metrics

Research planned infrastructure and commercial projects.



CURRENT MARKET CONDITIONS

LENDERS

Research and
compare lenders.



PRE-APPROVAL PROCESS



Required documents
(income verification,
credit history),
pre-approval letter.

FINANCING

LOAN OPTIONS

TYPES OF MORTGAGES

Fixed-rate vs.
adjustable-rate
mortgages.



INTEREST RATES AND TERMS

Comparison of interest
rates, loan term
lengths (15-year vs.
30-year).





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