

THE CALHOUN NEW CONSTRUCTION PLAYBOOK

A free guide from a local real estate expert who's helped hundreds of homes sell successfully – with or without an agent.



Provided by Devin Childers

Written by someone who has reviewed thousands of new construction contracts and seen exactly where buyers lose leverage, miss incentives, and get boxed in before they realize it.



How to Buy a Brand-New Home Without Overpaying, Missing Incentives, or Getting Played by the Builder

Most buyers think new construction is easier.

Builders know it's easier – **for them.**

Same house.

Same builder.

Same neighborhood.

Two completely different outcomes.

THE BIG LIE BUYERS ARE TOLD

“The builder’s agent will take care of you.”

They won’t.

They can’t.

They don’t work for you.

The sales rep in the model home is paid by the builder.

Their job is to protect profit, control information, and move inventory.

They can be friendly **and** still cost you tens of thousands of dollars.

WHAT ACTUALLY HAPPENS WHEN BUYERS WALK IN BLIND

You walk into a model home.

You sign in.

That single step matters more than you think.

Once you register without representation, many builders **will not allow an agent later.**

You didn't choose that.

You didn't know that.

But now you're locked in.

You're shown the price.

You're told incentives are "already built in."

You're told new construction doesn't negotiate much.

That's not fully true.

It's just what's easiest for the builder to say.

You're shown **some** incentives.

Not all of them.

Not the flexible ones.

Not the time-sensitive ones.

Not the ones that reduce long-term cost the most.

You're shown the incentives that protect the builder first.

You sign a builder-written contract.

Written by their attorneys.

Designed to protect their timeline.

Their pricing.

Their liability.

You assume it's standard.

It is.. for them.

Inspections are "optional."

Pre-drywall is rarely mentioned.

Final inspections are rushed.

Warranty language is glossed over.

You close.

At first, everything feels fine.

Then issues appear.

Then neighbors mention their deal.

Then you realize what you didn't know mattered.

WHAT CHANGES WHEN I REPRESENT YOU

You don't walk in blind.

You don't sign in incorrectly.

I register you **the right way**, from the start.

Builder rules followed.

Your leverage preserved.

You see the **entire incentive menu**.

Not just what's advertised.

Not just what's easy.

Not just what benefits the builder.

We compare:

- Price reductions
- Closing cost credits
- Rate buydowns
- Upgrade credits
- Lot premiums
- Inventory pressure

Most buyers only see one lever.

Builders negotiate with stacks.

So do I.

Price isn't the only negotiation.

Often it's not even the best one.

I structure deals around:

- Total cost
- Long-term payment impact

- Appraisal risk
- Timeline leverage
- Builder inventory age

You don't need to "win" the negotiation.

You need to **not lose** it quietly.

Contracts get reviewed.

Risk gets identified early.

Deposits.

Appraisal gaps.

Construction delays.

Change orders.

Warranty limits.

You know what you're agreeing to **before** it matters.

Inspections become strategy.

Pre-drywall.

Final walkthrough.

Warranty timing.

Builders know most buyers won't push.

They also know I will.

You get the same house.

Often better terms.

Better clarity.

Better protection.

And here's the part most buyers don't expect:

You don't pay me.

The builder does.

Same price.

More leverage.

No downside.

BUILDER INCENTIVES BUYERS MISUNDERSTAND

Preferred lender credits are not free money.

They often come with higher interest rates.

Sometimes they're still worth it.

Sometimes they're not.

I run the math.

Not the sales pitch.

Rate buydowns feel good now.

Some are temporary.

Some mask higher prices.

Some expire faster than buyers realize.

Monthly payment is not the full story.

Upgrade credits sound generous.

Until you realize:

- Builder upgrades are overpriced
- Some add zero resale value
- Some are better negotiated as cash

We choose upgrades that actually matter.

End-of-month and end-of-quarter deals exist.

They are real.

They are not advertised.

Timing matters.

WHY THIS PLAYBOOK IS FREE

Because informed buyers make better decisions.

Because trust beats pressure.

Because once you see how this works, you'll never want to walk into a model home unprotected again.

If you use this playbook and never work with me, it still did its job.

If you do work with me, you already know how I think.



Before you:

- Sign in
- Choose a lender
- Put down a deposit
- Sign a builder contract

Talk to me first.

It costs nothing.
It can save a lot.

Devin Childers, Realtor - Master Inspector - Team Lead

Call or Text

C: (770) 356-3561

O: (770) 334-8286 ext 706

**Black Diamond Real Estate Group
111 N. Wall St Calhoun, GA 30701**

