**Client Tips**

With so many sources of house –hunting information available, it is encouraged and expected that buyers will look around and research on their own. If you are early in the process, Open House is the best way to begin to educate yourself. Please let me know if you are planning to attend Open House. You will need a Buyer’s Agent to gain access to the house at any other time.

**When you see a property you like online:** Remember this is marketing, only the best assets are put forth to attract buyers. Every house has strengths and weaknesses. Your job will be to drive by the location to see if it works for you. Drive to the end of the street both ways, consider your commute, location to amenities and check out the neighboring properties. Look for railroad tracks, industrial buildings, dumping stations. You don’t need to visit the interior of a house if you can’t picture yourself living in this neighborhood! Do not interact with sellers, you might inadvertently give away all your negotiating power. If you tell them you NEED a house NOW, they are less likely to negotiate pricing with me later.

**Also send** **me the address.** I will begin by sending you the MLS listing sheet and call out information to your attention.

**Before we can make an appointment to view the interior together, the sell agent will ask me**

1. Has the buyer driven by and confirmed the location?
2. Has the buyer taken any online video tours, and reviewed the floorplan?
3. Does the buyer have a letter of Pre-Approval in hand?

These qualify you as a serious buyer, sellers want to know if they should vacate their house for you to view it.

**We follow the wishes of the seller and the sell agent.** Sometimes I book an appointment online and others require that I contact an agent directly. Either way appointments for property availability are confirmed with the seller. Sellers are willing to vacate their home for serious buyers. Depending on agent availability, confirmation to make an appointment can happen in an hour, same day, or next day.

**Punctuality is important (**for homeowners to plan to vacate the premises) and consider wearing slip off shoes. Remember that no house is perfect and we will focus on the property’s potential and the aspects that cannot be changed. You can take pictures with your phone to remember details, but please don’t post them on social media. It is a good idea to set aside time after each showing to review your wish list and priorities together. Save strong reactions for off-site. Baby Monitors, and hidden nanny cams can be anywhere. If you can, arrange a babysitter for children and leave pets at home.

**If you like a property and want to make an offer,** I will contact the listing agent to find out anything I can about the property, the owners, and why they are moving. I will ask if they have had any previous offers, at what price, and are there are any current offers under consideration. I will ask the price of the current offers, and what terms are most attractive to the seller. I will check on the market history and price change history. I will run a market evaluation, with comparable properties sold in the area. If we don’t have multiple offers breathing down our neck, I encourage a second showing, accompany you to the property, you see so much more during a second showing!

**Open houses and for sale signs**

* At open-houses, please inform agents that you are working with a Buyer’s Agent, sign in the guest book and provide my name and company affiliation. Susan Mogren Realty Executives. Do not reveal any information that could weaken negotiation leverage. If they ask why you are moving, tell them you are looking for a change and it is time to move. **Do not discuss this change, your needs and motivations**. If you love the house, contain your enthusiasm, go out to your car and call me! Do not be coerced into putting an offer on the property regardless of what the agent sitting in the open house says. THE SELLING AGENT WORKS FOR THE SELLER AND IS OBLIGATED TO GET THE MOST MONEY FOR THEIR CLIENT. You need your own advocate.
* If you see a for-sale sign and want to see it, note the address and call me to set up a showing.

**Model homes**

* Like an Open House, inform the builder’s sales representative that you are working with a Buyer’s Agent. Please do not sign any registration or guest book or visit a model **if the signs say** “agent must accompany the buyer on the first visit”. Purchasing a new home involves decisions about choosing a lot, and customization of options. I can advise on evaluating the cost-benefit of various options and navigating the phases and process and delays of buying new construction.

**For Sale By Owner (FSBO)**

* If you call the number on a sign and go see an FSBO on your own, it gives the impression that no agent is involved. Let them know you are working with a buyer’s agent. It may be a big waste of time unless pricing for market comparables are run.

**Contact by another agent**

* Politely inform them that you are working with a Buyer’s Agent, thank them for their interest and suggest they contact me if they have a property they think may fit your needs.

**Drive by listed property and the seller invites you in**

* Politely refuse and tell the seller that you only see properties with your Buyer’s Agent. I will make an appointment for us to see the property together.

**Trulia, Zillow, and Yahoo are national advertising sites**. They are known for being user friendly and are also known as third party sites that get a direct feed of information from MLS. Accuracy can be a problem, since updating sold status is not their priority, a direct result of being unregulated. Realtor.com is the official site of the National Association of Realtors and updated every 15 minutes by MLS. **Don’t click on BOOK A SHOWING**, you will get the sell agent, …contact your Buyer’s Agent.

Homework:

**Please review the sample *Contract to Purchase* in your packet. This is also known as the Offer letter. When the time comes, we will write this together, so my goal is that you are familiar with it by the time you want to make an offer for a property.**