

# *Buyers Solution*



*Presented by*

**RE/MAX Advisors**

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## **I'm Thinking of Buying a Home... What's My First Step?**



Many people interested in moving start by looking at active listings. In reality, the first thing you should do is determine how you're going to pay for your purchase.

- If you'll be securing a mortgage, start by speaking with a reputable lender. At no cost to you, the lender ("mortgage rep") will review your finances and help determine the purchase price you qualify for and what kind of mortgage is best for you. The lender will then provide you with a Mortgage Pre-Approval Letter.
- I can provide you with referrals to mortgage reps that have successfully closed sales for my clients, if you don't already have a lender in mind.
- Should you be fortunate enough to be considering a cash purchase, you'll need to provide "proof of funds" – a copy of a bank statement showing ample funds to close, or a letter from your financial institution indicating you have such funds available.
- When this first step is complete, please share your Pre-Approval Letter or Proof of Funds with me so that we can begin looking at homes that fit your budget.

## ***What Is a Real Estate Buyer's Agent and Why Should I Use One?***



A buyer's agent represents the consumer who is purchasing the property in the real estate transaction, not the seller. With a buyer agency contract, the agent works for the buyer client and has the client's best interests in mind through the entire real estate transaction. A real estate buyer's agent:

- Educates buyers on market conditions and the process.
- Solves problems before, during, and after the transaction.
- Is responsible for protecting their client's best interests, provide professional advice, and guide the buyer through an educated purchase.
- Keeps confidential the buyer's motivations for buying and does not reveal your personal finances or negotiating strategy, helping to save buyers money.
- Provides a directory of resources for trade services and professionals to help buyers during your purchase and after the closing.
- Assists in obtaining financing, arranges property showings, provides property information, and explains all forms and agreements.
- Fully discloses to the buyer all facts known to the agent that might affect or influence the buyer's decision to tender an offer to purchase including the willingness of the seller to complete the sale or to accept a lower price, include appliances, or help pay the buyer's closing costs.
- Provides a market analysis prior to submitting an offer to determine current market values.
- Presents all offers on behalf of the buyer.
- Provides an extensive after-sale client care program that buyers will receive for many years after the closing.



## I Do All the Work For You... and There's Never Any Pressure to Buy!



- You tell me what *you* want to buy.
- You tell me what *you* want to pay.
- I'll provide you links to our multiple listing so you'll have access to all available homes on the market.
- I work with great lenders to find the best home loans for you.
- You get pre-approved for *your* loan.
- You select the perfect home *you* want.
- You buy when *you're* ready to buy.
- I negotiate to get you the best price!
- My commission is usually paid by the *seller*.
- You just buy through my service!



# **I Will Negotiate on Your Behalf To Save You Thousands of Dollars!**



## **Here's My Preferred Buyer Service Checklist:**



- ☐ Review comparable recent area sales to determine if the listing price is fair and reasonable.
- ☐ Select the target price to offer for the home.
- ☐ Prepare your offer to purchase.
- ☐ Present the offer on your behalf.
- ☐ Negotiate the lowest price possible for you!
- ☐ Negotiate to have the seller pay for allowable closing costs, home warranty, repairs, and include appliances, if possible.
- ☐ Coordinate your inspection, appraisal, and financing with your with lender.
- ☐ Prepare and finalize all paperwork for closing.
- ☐ Help you with the sale of your previous home if needed.
- ☐ Follow-up to make sure you're happy with your new home!





## **\$5,000 Cash Savings Buyer Guarantee**



As my VIP Buyer, I guarantee that when you find the home you want to purchase, I will negotiate on your behalf to help you purchase this home for at least \$5,000 less than the listed price (i.e., the price listed on the Multiple Listing Service), or I will credit you \$500 at the closing of the sale.

### **Conditions:**

- You will have a written mortgage pre-approval for a home loan from a lending institution upon executing the guarantee.
- The sales price of the home you purchase will be at least \$200,000.
- Compensation paid by the Seller is 3% of the selling price.
- The Seller will pay my entire commission on the home you purchase.
- If I fail to negotiate a price at least \$5,000 below the listed price, you will receive \$500 guaranteed cash savings at the closing of the sale of the home you purchase.
- This guarantee applies to homes listed by real estate brokerages other than RE/MAX Advisors. As designated by law, I'm obligated to act as a fully disclosed dual agent when negotiating for homes listed by RE/MAX Advisors. For these homes, my goal will be to do my best to bring the Buyer and Seller together to find a price that is fair to both.
- In the event there are multiple Buyers bidding for the same home at the same time that we submit your offer to the Seller, or if *any* closing costs are paid by the Seller on behalf of the Buyer (thereby increasing the sales price of the home), this guarantee will be declared null and void and I will do my best to negotiate a fair price on your behalf.
- This guarantee does not pertain if a referral fee is being paid to a third party.





# Homebuyer Guarantee

Entering into a buyer's agreement with a real estate agent can be a risky business. Most buyer agreements lock you into long-term commitments and lengthy broker protection periods with heavy cancellation fees. In other words, it's an agreement your agent can get out of, but you can't.

***If you're not completely satisfied with my service as promised, you can cancel your agreement. I'm so confident that my real estate system will work for you, that I guarantee you the right to cancel the buyers agreement at any time prior to accepting an offer to purchase a home, with no penalties or obligations, if you feel my service doesn't live up to my promise.***

## I'm Offering You a TOTALLY RISK-FREE Agreement

**For you**, success in real estate is the ability to locate houses faster and for less money than the competition. I'm confident that I can do this for you because I have already helped so many people just like you.

**My pledge** is to provide you with the highest level of service in the real estate industry and my commitment to this pledge is 100%.

**Your right** is to evaluate whether I live up to this standard, and to cancel your agreement with me at any point, with no penalties or obligations, if I fail to deliver the service I promised.

**All I ask** is if you're not pleased with my performance, you give me written notice of your dissatisfaction and agree to discuss any problems with me. If the challenges cannot be resolved after a formal meeting, I agree to release you from this agreement and its obligations.

## The RE/MAX Advisors Difference!





## **"LOVE IT OR LEAVE IT"** **Resale Guarantee**

**If you buy a home through me as your Buyer's Agent, and you are not 100% pleased with it, I will sell it for you with no charge for my services. The following conditions must be met:**

1. You must have purchased your home through me.
2. You must sign an exclusive right to sell listing agreement with me within six months of the day that you originally purchased the home.
3. You agree to have your home listed in the Multiple Listing Service (MLS), pay applicable closing costs, and use me exclusively to purchase your new home within one year of selling the current one. Upon closing your new home, you will be refunded the commission paid to RE/MAX Advisors from the sale of your previous home, making **my services** for listing and marketing your home **TOTALLY FREE**.
4. You agree to list the home at a price that is no more than 3.5% above the market value as determined by the most recent sales in your neighborhood.
5. You agree to make all repairs I recommend prior to placing your home on the market.
6. You agree to install a sign and lockbox for ease of showings.

**RE/MAX**  
**Advisors**

**Outstanding Agents**  
**Outstanding Results®**





## Searching for Your New Home

You've probably heard of websites like Realtor.com, Zillow, and Trulia. However, the information on those sites can be out of date and confusing.

I'm able to provide you access to great home-search websites with current and accurate data direct from the Multiple Listing Service, where all properties listed for sale by all real estate brokerages are available for review. Call me to help set up your home search account on the sites below or other websites:

- [RE/MAX Home Finder](#) provides everything you need to explore homes for sale, and its satellite map zooms in to show the lot lines.
- [Listingbook](#) also gives you up-to-the-minute real estate info including taxes and prices of recently closed sales.

They provide the same information on active listings, so pick the site you like best. Be sure to sign up and receive emails with new listings, price changes, and status updates on the properties you're interested in. Listings will be emailed to you immediately when they are placed on the market, ensuring you won't miss out on a great deal!

Feel free to call my office at **586-725-1900** or respond to this email for assistance or to set an appointment to view a property.

I look forward to helping you make your next move!



## Why Should I Obtain Mortgage Pre-Approval?



"I'm just shopping for a home. Once I find the one I want, I'll contact a lender regarding my mortgage." What's wrong with that reasoning? Well, a lot, actually!

- In today's market, homes are selling quickly – many within a few days after being placed on the market for sale. I can't write your offer without including a written pre-approval or proof of cash funds to purchase.
- You may think you know what price range you can afford. However, until a lender reviews factors such as your credit score, income, and other expenses, there's no way to know what price you'll be qualified at. Why waste your time looking at homes and then be heartbroken to find out you're not approved to buy in that price range?
- Many types of financing are available, including conventional, FHA, MSHDA, and Veteran's Administration. Speaking with a mortgage rep will help you understand the differences and determine which type of loan best suits your needs.

If you haven't already chosen a lender, I'd be happy to refer you to a trustworthy mortgage rep with proven abilities to close mortgage loans. Just call me at 586-725-1900.



## What Should I Offer the Seller?



That depends on the answers to these questions:

- What are current comparable sale values?
- How long has the property been listed?
- Has there been a recent price reduction?
- Have there been previous offers?
- Are you competing with other offers?
- What personal items or appliances are included?
- How motivated is the seller?

Never underestimate your competition for an attractive, well-priced home. Most buyers know a good deal when they see one and will snap it up. **You could lose out by procrastinating!** Never be ashamed to pay full price if the property is worth it.

If you're serious, make your first offer a strong one! The fact is, you're more likely to have an offer accepted if you come in at (or near) market value on your first try. Don't expect three rounds of negotiations! When you lowball your first offer, you run the risk of insulting the seller – who then will just reject instead of countering your offer.



## They Accepted My Offer – Now What?



- Your **home inspection** is the first step after your offer is accepted. It will cost approximately \$400-\$500, but it's priceless! Your contract states a specific number of days (usually about 5-10) to complete your inspection, contemplate the results, and notify the seller of your intention. If you are satisfied with the condition of the property, **we move forward**.
  - If the inspection isn't satisfactory, we'll discuss options such as:
    - Asking the seller to repair/replace something.
    - Asking the seller to lower the purchase price.
    - Walking away from the deal, with your deposit refunded.
  - If all parties come to an agreement, **we move forward**.
- Next is the **appraisal** (unless you presented a "cash" offer where an appraisal is not required). As long as appraisal results are at or above purchase price, the mortgage loan progresses and **we move forward**.
  - Should the subject property not appraise at value, the seller might reduce the price to appraised value, you may agree to pay the difference in "cash", or a combination. If all parties come to an agreement, **we move forward**.
- Finally, when you are satisfied with the terms of your inspection and appraisal, your mortgage file is submitted to underwriting for **final loan approval**. The underwriters review your appraisal and make sure there were no derogatory changes in your credit or employment. When underwriting is complete, the loan is "clear to close". You must receive your closing costs from your lender a minimum of three days prior to closing and then we can set a **closing** date.

*If a challenge occurs with the inspection or appraisal,  
you can count on my experience and expertise in negotiations  
to get you the best possible outcome!*



# **Should I Buy a Home Without a Professional Home Inspection?**

You've found a place you love and your offer has been accepted.  
You may be thinking, "Should I spend money on a home inspection?"  
A licensed professional may discover a defect you didn't notice...  
maybe something repairable – or maybe a deal breaker!

The inspector will check all the following that apply to the property:

**Roof, chimneys, gutters**  
**Electrical system and fuse panel**  
**Windows**  
**Attic and insulation**  
**HVAC (furnace and A/C)**  
**Landscape grading and drainage**  
**Stairs**  
**Well system**



**Foundation and structure**  
**Exterior brick/siding**  
**Plumbing and hot water tank**  
**Basement or crawl space**  
**Driveway and sidewalks**  
**Garage/outbuildings**  
**Fireplaces**  
**Septic system**

The inspector will also teach you about maintaining the essential home systems.

Since your offer is contingent on the inspection, I can ask the seller to perform repairs on newly discovered flaws or lower the sales price – or, in the worst case scenario, cancel the deal and refund your earnest money deposit.



**The money you spend on a home inspection  
will be worthwhile  
and could save you thousands of dollars!**

# Closing & Occupancy

## What Happens at Closing?

- The closing documents you already had a chance to review are signed and in most cases, ownership of the property is transferred. Attendees at closing may include you, the title company, the seller, your lender, and real estate agents representing you and the seller.

## When Can I Move In?

- Occupancy was negotiated in your purchase agreement. If the sellers agreed to occupancy at closing, you'll get your keys that same day. If the seller was permitted to occupy the premises after closing, they will pay "rent" for each day they stay in the home after closing. Typically the "rent" amount is equal to your new monthly payment. The total amount of rent is held in escrow, out of the seller's proceeds.

## What Else Should I Do?

- Schedule your moving company once you know the exact date the sellers are moving out. Keep in mind, the sellers can stay in the home for as long as agreed upon in your contract, even if they say they are moving sooner. Plans do change! You're unable to move your possessions into your new home until the seller vacates the premises.
- Once you know when you're moving, call the appropriate utility companies and provide them with your name and your moving date, so the utilities can be transferred into your name and not shut off. This will eliminate reconnect fees as well as frozen pipes in the winter.



# How and When Does a Buyer's Real Estate Agent Get Paid?

For an extended period of time, I'll focus all my attention on your needs. Unlike other professions, I don't get a penny until I'm 100% successful completing your transaction, and my commission is usually paid by the seller. It's a big commitment on my part. Here's what I ask for in return... your loyalty and your future referrals.

## MY PHILOSOPHY:

*"You can have everything in life you want,  
if you will just help enough other people  
get what they want."*

## THE BENEFIT TO YOU:

I'm committed to serving our clients at the deepest level and exceeding their expectations. Because of that, I've been able to build a core database of high-referring clients; people who are happy with my services and are advocates for my business. When I help you meet your personal real estate goals, you will know how well I serve my clients. When you refer your friends and loved ones to me, you can be assured I will provide the same high quality service. By assisting me in building my business with preferred clients like yourself, it allows me to devote my full attention to serving my client's needs and not waste time prospecting for new business.



**When you think someone  
who would benefit  
from the services I provide,  
please give me their name  
and number.  
I'll take great care of them!**





# **Your Honesty, Fairness, and Referrals Allow Me to Keep My Fees Nominal**

**I Provide All of Our Professional Homebuyer Services  
For a Nominal Processing Fee - Due at Closing**

**Commissions are Usually Paid by the Seller!**



**All I Request is Your LOYALTY  
and REFERRALS To Your Family & Friends!**

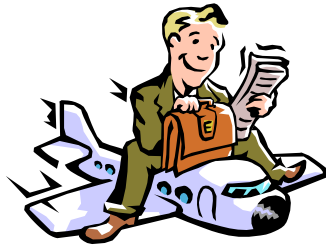
If you buy a home that is listed with another Realtor, For Sale by Owner, or from a Builder, you agree to use me as Your Realtor to write and present the offer for you, so the seller may compensate me for my time and efforts on your behalf. Upon the seller's acceptance of your offer, I will assist you in coordinating your home inspection, appraisal, and closing.

**Honesty and Fairness...  
That's all I ask!**

*"My goal is to positively impact and improve the lives of the clients I meet.  
I measure success by the clients I help...  
not by the number of transactions closed."*

**I Am Excited to Start Working for You!**





## Welcome Aboard!

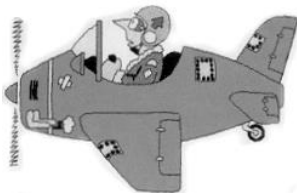
Buying or selling your home is like taking an airline flight across the country. When you start on your trip, you have no idea how the trip will go. Neither does the pilot! You could run into 50 different types of turbulence or you could have a smooth flight and land on time.

Certainly, the pilot will try to use their experience to navigate around storms and go for the smoothest flight plan, but if they're honest, they can't promise a turbulence-free trip. Their job is simply to get you to your destination in the least time and with the least amount of aggravation, while keeping you informed throughout the trip.

As your real estate consultant, I see myself as the pilot of your plane. My job is to assist you in buying or selling your home with the least amount of aggravation. I can't promise you there won't be turbulence, but I can promise that I'll utilize my experience and expertise to take you on the smoothest flight possible. And if we do hit turbulence, I won't bail out on you! I'll be your teammate throughout the flight until we get you safely to your destination.

I look forward to a safe and timely landing!

If you have any friends or family who would like to travel with me, please give me a call with their name and number. It helps me keep "fares" low and gives you First Class Service!



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