

A blurred background image of a city skyline at dusk or dawn, with various skyscrapers and buildings illuminated by warm lights.

# HOME

## BUYER'S GUIDE

FOR NAVIGATING THE MARKET

*K2 Omni Group*

Licensed Realtors in Massachusetts

**exp**<sup>®</sup>  
REALTY






# Hi there!



Our passion for real estate is evident in our commitment to excellence, demonstrated by over half a billion dollars in sales and serving more than 1,500 families since 2017.

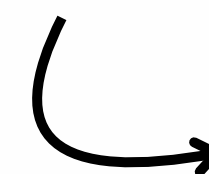
As your real estate broker, our goal is to make your property-buying journey rewarding and seamless. The extensive experience and dedication to this field ensure that we provide the best service and guidance. Whether you're buying your first home or seeking a lucrative investment, we're here to make your real estate dreams a reality.



-  [facebook.com/k2omnigroup](https://facebook.com/k2omnigroup)
-  [instagram.com/k2omnigroup](https://instagram.com/k2omnigroup)
-  [X.com/k2omnigroup](https://X.com/k2omnigroup)
-  [linkedin.com/k2omnigroup](https://linkedin.com/k2omnigroup)
-  [youtube.com/k2omnigroup](https://youtube.com/k2omnigroup)

LUXURY IS A FEELING,  
NOT A PRICE POINT.

## Reviews



2023-2025



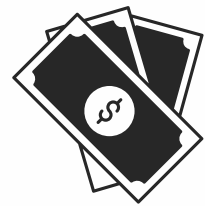
# THE HOME BUYING PROCESS

AND HOW WE CAN HELP



10-14 Calendar Days

21-35 Business Days



## OBTAIN FINANCING PRE-APPROVAL

- Meet with a lender
- Prepare your credit
- Set a budget



## MAKE AN OFFER

- Research comps in the area
- Work with your realtor to set up the best offer
- Negotiations may occur

Home Search with your Realtor



## INSPECTIONS

- Professional inspects the property
- May discover issues that need to be worked into the purchase agreement
- Negotiate repairs

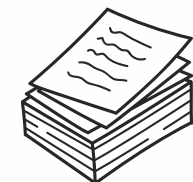
Home Inspector



## PURCHASE AND SALE AGREEMENT

- Professional inspects the property
- May discover issues that need to be worked into the purchase agreement
- Negotiate repairs

Real Estate Attorney



## DOCUMENTS TO LENDER

- Make sure all requested docs are sent to your lender prior to closing

You & Lender



## APPRAISAL

- Professional ensures the property is worth the loan and purchase price that you agreed to pay

Bank Appraiser



## MORTGAGE COMMITMENT

- The Attorneys will send you a title insurance policy for the property after closing

You & Lender



## FINAL WALK-THROUGH

- The Attorneys will send you a title insurance policy for the property after closing

You & Realtor



## CLOSING

- Sign closing documents
- Receive your keys

You & Attorney

K2  
OMNI GROUP

exp<sup>®</sup>  
REALTY

# WHAT A BUYER BROKER PROVIDES

## PROFESSIONAL NETWORKS:

A dedicated buyer's Realtor brings extensive knowledge of the local real estate market, including pricing trends, neighborhood insights, and upcoming developments, which can be invaluable in making a wise investment.

## IN-DEPTH MARKET KNOWLEDGE:

Your Realtor can connect you with a trusted network of professionals, including inspectors, appraisers and mortgage brokers, which can streamline the buying process.

## POST-PURCHASE SUPPORT:

Buying a home can be emotional. A Realtor offers a level of objectivity, helping you make decisions that are rational and in your best interest, rather than being driven by emotion.

## EMOTIONAL SUPPORT AND OBJECTIVITY:

The support from your buyer's Realtor often extends beyond the purchase, helping with post-purchase tasks like setting up utilities with our free partner K2 Omni Connection, recommending local service providers, and even providing advice on home improvement.

## RISK MITIGATION:

Experienced Realtors know how to spot red flags and can guide you away from potentially problematic properties, mitigating risks associated with home buying.

## TIME AND STRESS REDUCTION:

Having a Realtor handle the complexities of the buying process can save you significant time and reduce stress, allowing you to focus on the excitement of finding your new home.



## In Summary:

A dedicated buyer's Realtor offers a comprehensive service that goes beyond just finding a property. They provide expertise, support, and advocacy throughout every stage of the home-buying journey, ensuring that your interests are protected and your experience is as smooth and successful as possible.



# BENEFITS TO YOU:

Service's/ Duties Provided	Seller Agent	Buyer Agent
Arrange Property Showing	✓	✓
Assist with Financing	✓	✓
Provide Property Data	✓	✓
Explain Forms and Agreements	✓	✓
Prepare Property Value Study		✓
Represent buyers on MLS listed properties, PLUS bank properties, auctions, FSBO's, HUD Homes and new construction		✓
Promote and Protect interest of the buyer at all times		✓
Advise the buyer even if it means pointing out reasons not to buy		✓
Disclose all research about the property history and liens		✓
Negotiate best price and terms in favor of the buyer		✓





## BENEFITS TO YOU:

### REPRESENTATION:

We ensure that your interests are represented in the transaction.

### ACCESS TO RESOURCES:

We have access to extensive real estate listings, including many "off-market" properties.

### SAVE TIME & STRESS:

We handle the heavy lifting of the home-buying process, saving you time and reducing stress.

### NEGOTIATION POWER:

We have negotiation skills and experience critical to getting a favorable deal.

### GUIDANCE AND SUPPORT:

We guide you through every step, providing support and advice, particularly helpful for first-time buyers.

## THINGS TO CONSIDER:

### EXCLUSIVE VS. NON EXCLUSIVE AGREEMENTS:

Agreements can be exclusive or non-exclusive; understand the terms before signing.

### COMMISSION:

Understand how I am compensated, traditionally paid by the seller, but in some instances compensated by you.

### COMMUNICATION & COMPATIBILITY:

Partnering with me, a Realtor you're comfortable with and who communicates well, is crucial in your home-buying journey. The buyer-Realtor relationship should be a trusted one.





## The Seller Could:

**Accept the Offer**

Congratulations, we did it!



**Reject the Offer**

This stops the negotiation process.

**Let the Offer Expire**

If an offer isn't accepted or formally rejected by the expiration time, then the offer is expired and no longer valid.

**Accept Another Offer**

The seller can accept other offers and may not give you the opportunity to revise your offer.

**Counter the Offer**

The seller can come back with different terms in an attempt to negotiate terms acceptable to both parties.

## You Can Then:

**Accept Counteroffer**



Congratulations, we did it!

**Decline Counteroffer**

This stops the negotiation process.

**Counter their Counteroffer**

Negotiations can go back and forth multiple times until an agreement is made or the inability to reach an agreement.\*

\* Keep in mind, while in the negotiation process, another offer could come in and the seller could accept a different offer. We will want to keep response times as short as possible to minimize that risk.

# OFFER ACCEPTED

Congratulations, you are now in contract and we will begin moving through the contingencies that are outlined in your purchase agreement.



# TIPS WHEN VIEWING

## PREPARE A CHECKLIST:

Before visiting homes, make a checklist of your must-haves and nice-to-haves. This helps you stay focused on what's important to you during the viewings.

## INSPECT CAREFULLY:

Pay attention to the condition of the home. Look for signs of damage or wear, such as water stains, cracks in walls or ceilings, and the condition of the roof and floors.

## ASK QUESTIONS:

Don't hesitate to ask me questions about the property. If a seller's disclosure is available, it should tell us information about the age of the home, any recent renovations, utility costs, and neighborhood amenities.

## CONSIDER THE LOCATION:

Think about the home's location in relation to your work, schools, public transportation, shopping, and other daily necessities.



## VISUALIZE YOUR LIFE IN THE HOME:

Try to imagine your furniture and personal items in the space. Consider the flow of the house and whether it fits your lifestyle.

## CHECK OUTSIDE THE HOUSE:

Don't just focus on the interior. Look at the exterior of the home, the yard, and the neighborhood. Consider factors like street noise, parking, and the proximity of neighbors.

## BE OPEN-MINDED:

Keep an open mind about properties. Sometimes a home might not meet all your criteria but could still be a great fit for your needs.

