

Choices abound in today's real estate world if you're considering buying or selling your home. Let me help you explore all your options before you make a decision.

From my receptionist to my escrow closer; I have a quality team of experienced professionals working for you! Feel free to contact me to get the latest market information. It's likely your most expensive asset - knowing it's value is always a good plan!

– *Kathy Beck*



Buyer Marketing Plan



Kathy Beck CSP, Eco
Broker Associate/Partner

Direct 970.229.2515 | Mobile 970.213.8475
kathy@kathybeck.com
www.KathyBeck.com



Benefits of Working with Kathy Beck

The Group's Realtors as a whole are consistently recognized as being some of the most productive in the country and I am consistently ranked by RealTrends as a top producing agent. You can be assured the company and the realtor you've selected to hire are among the best in the industry and will work hard to make your move as smooth as possible and get you where you need to be on time.

When you make the decision to hire me, this is the process we will follow so nothing gets missed and you feel empowerment throughout your purchasing experience:

- Initial consultation covering the different ways brokers can work in Colorado including how they are paid and a review of all documents required by the State of Colorado for buyer representation
- Prior to any confidential information being disclosed, you will make the decision if you want to hire me; an agent who will work for you with the utmost good faith, loyalty and fidelity
- Reviewing your wants and needs to create a customized process for you based on your specific needs and timing
- Sharing insights and data on the local real estate market and how it relates to your purchasing plans
- Providing you with detailed information about our region and it's unique features and amenities if you are not a "local"
- Offering options for automated searches you can set up on your own so you feel involved in the search process and aren't just relying on sites such as Zillow for information
- Setting up professional searches based on your criteria to include review of daily "company exclusives" list that might be a match. With over 200 full time brokers this list can be quite extensive and can offer you first look at potential properties
- Connecting you with highly qualified mortgage professionals should you be purchasing with a loan, as well as insurance professionals as needed
- Connecting you with highly qualified 1031 exchange professionals should you be exchanging one investment property with another real property investment
- Completing a market analysis of the property you are considering purchasing in order to help you make the best decision on price and terms for that property
- Keeping you informed if there are competing offers on the property and assisting you with options and decisions allowing you to put your best foot forward
- Assisting you with negotiations to achieve the best possible price and terms including filling out the offer, all required disclosures and lender letter/proof of funds to present a complete offer package to the seller
- Once we're under contract - assisting with the following items during escrow:
 - Earnest money deposit
 - Title document receipt and who to call with questions/concerns
 - Survey information and assistance in ordering a survey
 - Inspection options and professional experts who can perform inspections of the whole house, radon, mold, sewer line, radon, etc.
 - Insurance coverage options
 - HOA document receipt and who to call with questions after review
 - Loan terms and availability objections, if any, working closely with your lender
 - Appraisal receipt and objection if there is an issue with value or condition
 - Home sale contingency prior to purchase
 - Buyer home warranty (if not paid for by Seller I will buy a warranty for you)
- Personally tracking all dates for the above matters to ensure all deadlines are met and your earnest money is not at risk for contract default
- Providing you with the list of contract dates so you are aware of all deadlines and reminding you of tasks which you need to complete
- Providing you with documentation for completion of all inspection items
- Reviewing your closing settlement statement and making sure your lender has also reviewed your costs for closing and required funds to close
- Schedule and attend a walk-thru of the property prior to closing to ensure property is in the condition it was at time of offer and all inspection items are completed
- Attending closing to ensure all questions are answered and all last minute details are complete
- Obtaining information on the location of all keys, mail box keys, HOA amenity access information, garage door openers, etc. Colorado is a table-funding state so unless a post-occupancy agreement was completed, you'll receive the property as soon as the closing is completed
- Committing to a strict code of ethics that puts you first

