

JASON BERGMAN'S

THE ROAD HOME

A Six Step Buyer's Playbook

1. Educate
2. Supply Properties
3. Look At Homes
4. Right Value, Right Home
5. Worry Free Transaction
6. Trust



“An Orderly List of our Job Responsibilities”

Because real estate is a very complicated and a huge investment in the life of a buyer, we have put together a proven buyer system that works. This system gets our buyers to what we call a Successful Purchase. This proven system consists of Six Major Steps. Before we talk about these Six Steps and how they work, we first want to focus on this term-- Successful Purchase.

A Successful Purchase is when we make certain our buyers get to the closing On Time....on their time schedule. They experience a smooth and worry free transaction with Fewest Problems and they obtain the Home They Want, at the price they want. So, it's not just getting them a home, but making certain it's a Successful Purchase.

On Time... Fewest Problems... Home You Want!

We accomplish this is by performing these Six Major Areas of Responsibility. Let me briefly outline them, that way you can evaluate me when I'm finished. I welcome your questions for clarification and expansion.

Six Major areas of Responsibilities:

1. Educate each other: When we first meet our buyers we go through an extensive buyer worksheet to ensure we understand what our buyers want and we also educate them on what to expect, market conditions and financing to name a few. This process is beneficial even to seasoned buyers as the real estate market is always changing.

2. Supply Properties: We set our buyers up to receive “Real Time Multiple Listing” properties based on the criteria we discussed in the Meet & Learn meeting.

3. Look at Homes: We preview homes with our buyers and help them determine the right fit, give them our opinion based on our years of knowledge.

4. The Right Value for the Home: We help our buyers determine the right value for the home, what the home is worth. This is a crucial aspect of what we do because only when you sell homes full time are you fully familiar with values, as they can dramatically change from neighborhood to neighborhood within the same city.

5. Worry Free Transaction: Our goal is to make certain our clients' transaction is Worry Free. We accomplish this by managing the details using a Transaction Management System, having constant communication and a Call Back Policy. We eliminate the stress and hassle for our clients.

6. The most important area is to fulfill the role of being our Buyers' Trusted Advisor. We help them make: Good Decisions, provide full and professional representation, negotiate on their behalf and always put their Best Interest first! We do all this to ensure a Successful Purchase so our Buyers get to the closing On Time, with the Fewest Problems and they obtain the Home They Want.

So, which of these would you like to learn more about?