



YOUR GUIDE TO
home

ALANNA RALPH | 267.249.7719 | [FINDMYGEM.COM](https://findmygem.com)



Alanna Ralph

REAL ESTATE AGENT

a little about me...

Im not your average Realtor! I approach the buying and selling process differently and I like to think outside the box! I am a licensed Realtor in PA & NJ, Based in Philadelphia with Homesmart Realty & GEM inc.

My philosophy in Realestate is "Quality not Quantity", I like to work with only a few clients at a time so my entire focus is on you! It is what is important to me, to make sure you are taken care of before taking on another client!

My background is in marketing & business 15+ years as a business owner which really important when it comes to be a sellers agent! I can use unique marketing ideas to stand out and get in front as many buyers as possible, connect with a large network of my business contacts, agents, & investors. The business experience helps me negotiate the very best deal with the best terms possible terms!

I do really enjoy being a buyers agent too! They dont call me the GEM finder for nothing! I will match you with the perfect house, that not only fits our needs and wants, but your lifestyle too! I am really great and matchmaking and curating a great home buying experience! Its something special when you introduce your client to the "ONE"! Its really rewarding to be part of their next chapter!

let's connect



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HOME BUYER'S *Roadmap*

Use this roadmap as a quick overview of the buying process. If you have any questions, please reach out to your realtor!

1

FIND AGENT

Find a great agent that you're comfortable working with

2

FINANCIALS

Determine what you can afford, get a credit check and pre-approved for a loan

3

TOUR HOMES

Start searching for and touring homes

6

INSPECTION

Set up an inspection and plan to attend

5

NEGOTIATE

Let your agent help you negotiate with the seller

4

OFFER

Work with your agent to make a strong offer

7

APPRAISAL

Set up for an appraisal to be done on the new home

8

LOAN APPROVAL

Receive your final approval letter from the lender

9

MOVING

Set up your moving date with movers

10

CLOSING

Attend the closing meeting, get keys and celebrate!

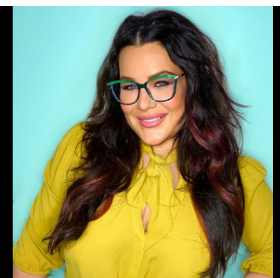


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REALTOR, PA & NJ



REAL ESTATE *Terms*

PRE-APPROVAL

A pre-approval is a preliminary evaluation conducted by the lender to show that the buyer has the funds to purchase up to a certain amount. This is extremely helpful when you find a home you're ready to put an offer on.

OFFER

An agreement between a buyer and a seller to purchase a piece of real estate. This is sometimes referred to as a sales contract.

CONTINGENCY

When an offer is accepted by the seller, but there are certain conditions that must be met before the sale is final.

CLOSING COST

The fees that are paid at the end of the purchase by either the buyer, seller or both. These include taxes, insurance and lender expenses.

EARNEST MONEY

Also known as "good faith" money, this is money put up by the buyer into a trust or escrow account. This action shows the buyer is serious about purchasing the home.

TITLE SEARCH

A title search proves that the property is, in fact, owned by the seller. You can also purchase title insurance to make that no issues that arise later.

APPRAISAL

The appraisal is the value given to a property based on comparable properties that have recently sold. This is typically required by the lender in order to decide if the requested loan amount is in alignment with the value of the property.

HOME INSPECTION

An inspection is a professional examination of the property's condition. Your agent can recommend a qualified home inspector for you.

DISCLOSURES

All seller's are required to fill out a property disclosure stating what they know about the property - good or bad.

CLOSING

This is the final step of your real estate transaction. At closing the funds from the buyer are provided to the seller and the buyer receives the keys. This process typically takes an hour.



REAL ESTATE IS AN
IMPERISHABLE ASSET, EVER
INCREASING IN VALUE. IT IS THE
MOST SOLID SECURITY THAT
HUMAN INGENUITY HAS DEVISED.
IT IS THE BASIS OF ALL SECURITY
AND ABOUT THE ONLY
INDESTRUCTIBLE SECURITY.



RUSSEL SAGE



ten steps to BUYING A HOME

- 01 FIND A GREAT AGENT
- 02 FINANCIALS
- 03 TOUR HOMES
- 04 MAKE AN OFFER
- 05 NEGOTIATE OFFER
- 06 INSPECTION
- 07 APPRAISAL
- 08 FINAL LOAN APPROVAL
- 09 SCHEDULE YOUR MOVE
- 10 CLOSING

A dimly lit room featuring a dark wooden desk with a modern chair in the foreground. On the desk, there is a spherical lamp, a laptop, and a small table with a vase. The wall behind the desk has a framed picture of a large white flower, an electrical outlet, and a light switch. The text "Preparing to Buy" is overlaid in a glowing cyan script.

Preparing to Buy

1

FINDING A GREAT AGENT

A real estate agent is a huge asset to you as you go through the home-buying process. This is one of the biggest decisions of your life and you need a skilled professional guiding you through the process.

Your agent will be working with your best interests in mind and can help guide you through all the stages of home buying.



Connect YOU WITH THE PERFECT HOME

Agents often have access to information about homes going on the market before the public. They can also arrange open houses and tours of homes that match your criteria.

Knowledge OF NEIGHBORHOOD

Agents will be able to offer insightful details about the neighborhoods you are considering.

Attention TO DETAIL

The process of buying a home requires a good deal of paperwork. Your real estate agent will help you fill out all documents and get them submitted properly.

Professional NEGOTIATOR

Agents deal with any difficult conversations that need to happen. They will also help you submit a strong offer and negotiate with the seller on your behalf.

Expert GUIDE

Realtors are there to help you with any questions you have along the way. They offer an objective opinion when you're analyzing the features you're looking for.

2

FINANCIALS

Lenders recommend that you spend no more than 3-5 times your annual income on a new home. You can find many mortgage calculators online, which provide a great starting point.

When calculating, don't forget to include extra expenses like attorney fees, home inspection and appraisal costs and money for any home improvements.

While it's ideal if you can put a 20% down-payment on your new home, it certainly isn't necessary. There are many ways to put down much less and with certain types of loans you may need as little as 3.5%.





CREDIT CHECK

It is important to have a credit check done as this will be a factor in determining your mortgage approval and interest rates.

While sometimes a score in the 500's can get you a loan, ideally you want to aim for 620 or above. The higher the score the lower the interest rate.

PRE-QUALIFIED & PRE-APPROVED

Many times these terms can be used interchangeably in different areas. You will want to ask your real estate agent which is more credible in your market and then apply.

Either way, being pre-qualified or pre-approved shows the seller that you're serious and that you most likely have the funds to purchase the home should you choose to place an offer. Pre-approval can also help you budget as you will know exactly what you can afford.

This pre-approval does not guarantee a loan will be offered so you still want to be careful with your spending during this time. Don't make any large purchases, change jobs or apply for new credit cards during this time.

Finding a
Home



3

TOUR HOMES

Make a list of all the things you need and want in a new home. Think about how many bedrooms and bathrooms you need.

Do you want a big kitchen or is a fenced-in yard more important to you?



We will start touring homes and weigh all the positive and negative aspects of each one.

When you find THE house, your next step will be to make an offer and go through any negotiations.

Home searching tips.....

- Take photos with your phone while visiting each house. Organize the photos at home with the address of the property so you can remember details later.
- Focus on the things you can't change like the neighborhood, lot or size of bedrooms.
- Test things as you walk through the home. Open and close windows, turn faucets on and flush toilets to make sure everything is in working order.



4

MAKE AN OFFER

Once you've found the home you want, the next step is to make an offer. We will look at comparable properties in the area and decide on a strong first offer.

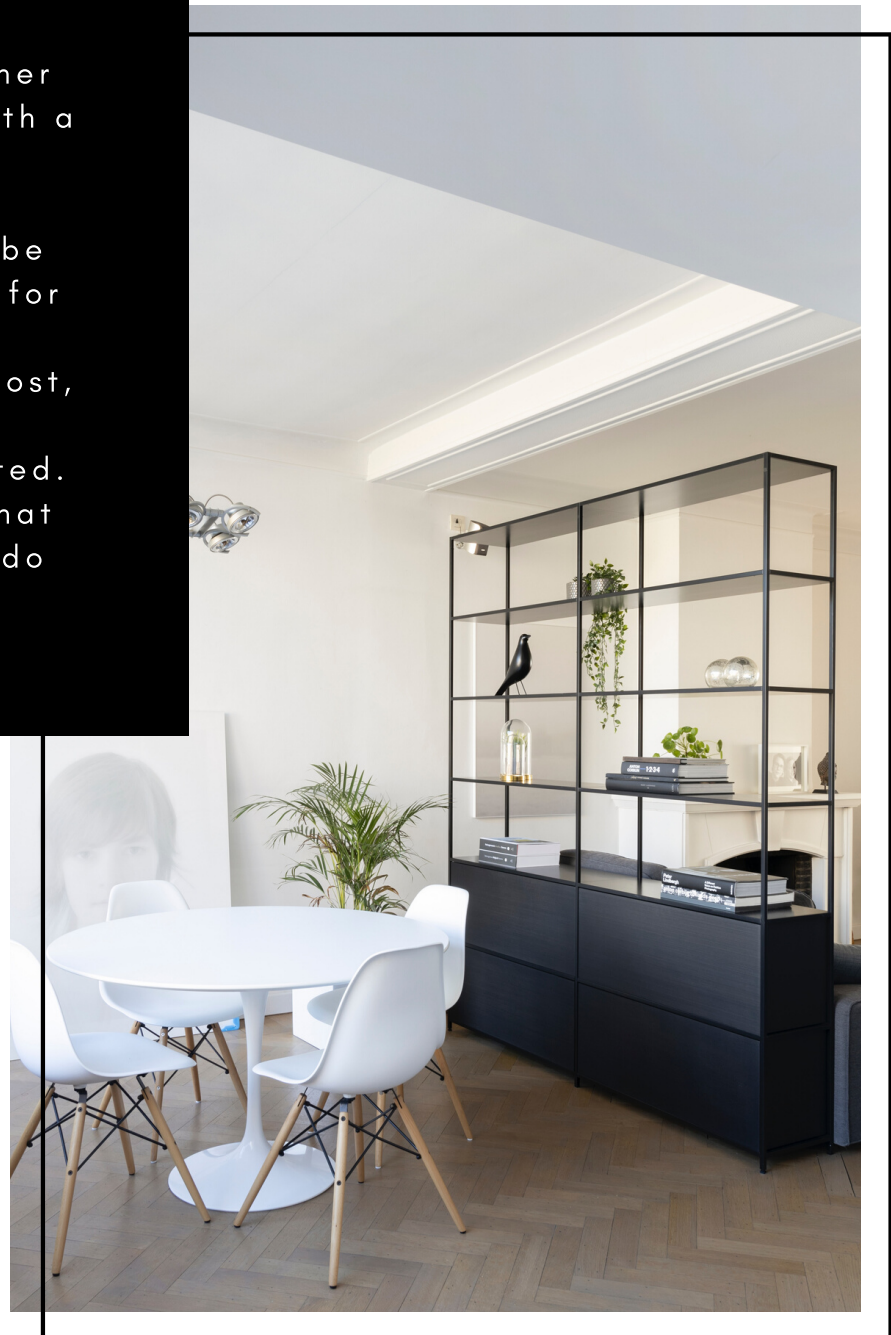
Many owners price a little high expecting to negotiate so we will take that into consideration as well.

5

NEGOTIATE OFFER

Many times after the initial offer is presented the owner will come back with a counter-offer.

As a buyer, don't be afraid to bargain for what you want. Whether that be cost, a new roof or the whole house painted. You don't know what they're willing to do unless you ask.



6

INSPECTION

It's always a good idea to add a contingency clause into your offer stating that you have a certain amount of time to have the property inspected. This gives you the right to back out of the agreement if you and the seller can't agree on repairs.




Plan to attend the inspection and be prepared to ask any questions you have.

You will receive a report of findings, but it's sometimes easier to see the issue and hear the information directly from the inspector.

After the inspection is complete, decide if there are any pressing issues you want to negotiate with the seller.

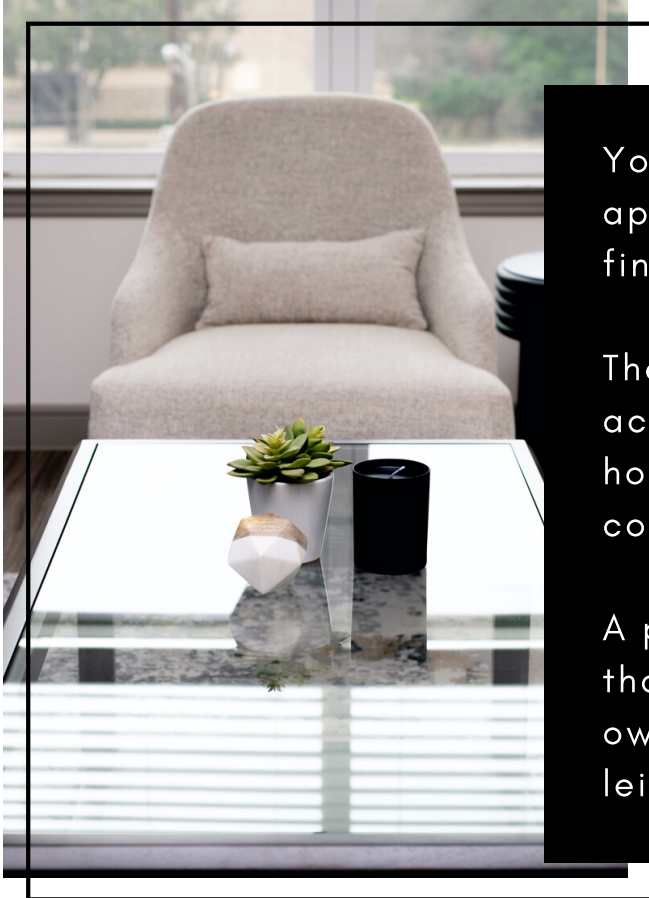
Be careful to not be too picky, but also not let major concerns go unaddressed.

The background image shows a modern, minimalist interior. In the foreground, there is a square wooden table made of light-colored planks. To the left of the table is a black metal chair with a woven seat and backrest. Behind the table, a large, lush green plant with long, pointed leaves sits in a dark pot. In the upper left corner, three simple, unlit light bulbs hang from the ceiling. The overall atmosphere is calm and contemporary.

Final Steps

7

APPRAISAL



Your lender will require an appraisal of the home before finalizing the loan.

The home appraiser will take into account the neighborhood, housing market, age and condition of the home, etc.

A property title search will ensure that the sellers are truly the owners of the property and any liens or judgments are disclosed.

8

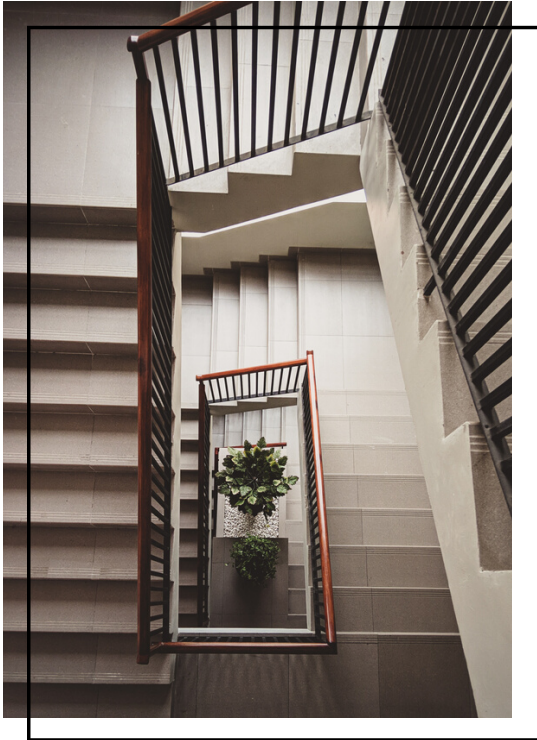
LOAN APPROVAL

The loan is only fully complete after the lender approves the loan. You will receive a final approval letter after they review your income, credit report and employment status once more.

Home owners insurance is also required before the mortgage company will finalize the loan.

9

SCHEDULE YOUR MOVE



You will want to get movers scheduled as soon as possible. Make sure to avoid scheduling the move and closing on the same day if possible. If you will be doing renovations, start getting quotes from contractors.

Make sure you set up the transfer of utilities for closing day.

10

CLOSING

Closing is the final step for you to become the legal owner of your home. You will take a final walk-through just before closing to assure that negotiated work has been completed and everything is in working order.

The closing process itself requires a lot of paperwork and patience. Be prepared with your government issued photo ID, cashier's check and any other documents required by the title company or loan officer.

Don't forget to re-key all the locks and change the garage door opener code when the property is officially yours.

Congratulations on your new home!

CUSTOMER *Testimonials*

Switching to Alanna as our realtor was the best decision we could have made. We were unsuccessful in our search for the perfect home for quite some time and then we decided to switch to Alanna. After just 2 weeks, we found and now own a home that we love and that our son and future children can grow up in. She was so hands on and made the process as easy as possible for us. I can't thank her enough for all of the help and would 1000% recommend anyone to use her as your realtor.

D. Quinn

A unicorn in disguise, Alanna is not a regular realtor, she's different in an amazing way. Professionalism and responsibility out of this world and the honesty and pureness of just being her at work facilitates communication and working with her. Alanna makes you feel like family from day one and honestly she'll feel like that always in our hearts. Thanks so much

I. De Jesus

I went to New Jersey to look at an old farm house and the listing agent stood me up, and through a friend, Alanna was there at a minutes notice. She was a go between for me and the agent from hell.. she helped me get 35k off the asking price and navigate the wonky New Jersey real-estate laws and procedures, and she dealt with my insanity through it all.. thank you Alanna, you are a God send to the old house market. You're knowledge and passion for homes of yesteryear are unmatched

G. Summerfield

HOME TOURING *Checklist*

ADDRESS OF PROPERTY: _____

DATE VISITED: _____ PRICE: _____

BEDROOMS: _____ BATHROOMS: _____ SQUARE FOOT: _____

LOT SIZE: _____ YEAR BUILT: _____

SCHOOL DISTRICT: _____

CURB APPEAL					INTERIOR				
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1	2	3	4	5	1	2	3	4	5
DISLIKE		NEUTRAL		LOVE	DISLIKE		NEUTRAL		LOVE
EXTERIOR					PRICE				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5	1	2	3	4	5
DISLIKE		NEUTRAL		LOVE	DISLIKE		NEUTRAL		LOVE
LOCATION					NEIGHBORHOOD				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5	1	2	3	4	5
DISLIKE		NEUTRAL		LOVE	DISLIKE		NEUTRAL		LOVE

ADDITIONAL COMMENTS: _____



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