

Even if you have owned multiple homes, purchasing a home in today's market is most likely very different from even your last purchase. New technologies seem to offer quick answers to almost any question. When it comes to a home purchase, these technologies need to be employed but, with some perspective. Today, a home purchase may require answers from a wide range of experts and professionals, including: mortgage brokers and associated government requirements, home inspectors (plus: radon, termite, lead, etc), home contractors, interior decorators, lawyers, landscaping professionals, etc. After over 1,000+ closed sales, we have met and dealt with a wide range of problems and along with our experiences, we have grown lists of preferred professional who are eager to help solve our problems.

### First Step

We will recommend several loan officers so you can be pre-approved for a loan and get a very competitive rate with low fees. My Team is well known and pursued by many loan officers and we recommend only those who treat our clients and customers to Top-of-the-Line Service.

### Free Market Review

We will provide a Free Market Review of the areas of interest to you. At our first meeting, you should not feel pressured to know exactly in what area you want to buy. The buying process takes several iterations of becoming acquainted with area, prices, home styles, condition of property, schools, amenities, etc. My Team has worked with buyers who dream of moving up and it may take years. Others come in from the airport to the home of their dreams. In that line I want to share a testimonial. The key phrase below is that it took over 3 years!

#### Recent Testimonial for My Associate, Emily Lurie!

Dear Emily, You are not to be surpassed! We were able to rely on your professional real estate acumen in every instance. You offered us the carefully researched opportunities at each visit. You worked beautifully to accommodate our out-of-town visits. Not only did you listen you intuited our needs and even those requirements that we did not think of immediately. You resolved numerous issues on both ends (In New York – Sale of home and purchase in Maryland). We were very pleased with each of the individuals that work to put together our move and purchase. We picked the absolute best agent ... are very grateful for the special care that was showed us every inch of the way for over three years. ~Buyers of 3310 N.Leisure World Blvd John & Colleen BoltonAlerts/Tours

### The Property Search

Many buyers think that they can do it themselves on Redfin or Zillow, etc. Often these sites suffer from the usual MLS defects of incorrect subdivision names and out of date listings. We will conduct professional searches and set up the most informative and advanced MLS alerts, covering all the areas of interest to you. Of course we will take you on personal tours of homes that we have pre-selected.

### Let's Talk Price - Comparative Market Analysis (CMA)

CMA is the term real estate agents use when they prepare a report and analysis of a home's worth in the current market. Some of the most popular Internet CMA sites: Zillow.com, Realtor.com or Redfin.com show you one number that comes from their "black box" data and algorithms. These estimates may work in cookie cutter home subdivisions but, given the fact that so many homes are either custom-built or, have been customized by renovations and remodeling, these estimates may vary by 15-20% from ultimate sales prices. These companies do mention that is the case in many areas but, it is in the fine print. That is why it is important to get a CMA developed by a knowledgeable real estate professional after viewing the property in question and reviewing sales activity in the area. A public website where you can check recent sales surrounding your home

### Writing the Contract

Now it is time to submit an offer using the regional GCAAR / Realtor® contract form. We will walk you through the many pages of boilerplate and focus on the relevant parts. In particular, you will need to fill out disclosure/disclaimer forms regarding our representation. We will look at seller disclosure forms and discuss the various inspections that might be applicable in your case.

### We Have the Tools and Negotiating Skills

Our sales success relies on many skills and tools but, one skill that remains important no matter what technologies come along, is the ability to deal with people. My Team has patience and social skills to help people make deals. When other agents often give up, we double-down and work to achieve the desired result that our clients and customers want. We have the connections to solve all sorts of unexpected problems.

## **Offer ... Counter Offer ... Rejection .... New Offer ... Contract Accepted!**

Now starts the intense process of dealing with all sorts of people and personalities and skilled professionals. This will require communication and negotiating skills for the usual and the unanticipated problems. First and foremost, we represent your interests in an ethical manner, maintaining standards of professional ethics towards the seller's agents. We will provide advice and constant feedback on all material activities, including:

- Explain all negotiated clauses and terms, e.g., any pre/post-occupancy requirements or contingencies
- Attend home inspection and deal with requirements and demands resulting from it; advise on repairs and required service providers; Order additional specialized inspections for termite, lead, radon , etc
- Respond to seller demands by providing clear and effective clauses for any negotiated items
- Prepare buyer's expense sheet
- Maintain good working relations with agents, attorneys, inspectors, appraisers, mortgage lenders and repair professionals to expedite results.

## **The Art of Negotiation**

Everyone knows how to ask for what they want or need but, that does not mean they know how to negotiate to get what might get accepted. Until you start the process of listening to the other side and seeing what might be possible or likely, no one knows in advance where they are going to agree and settle. We will should facilitate the negotiations and keep you informed on the demands of all parties and the requirements of all terms, while charting a course to win-win positions. Successful agents know how to represent your interests faithfully and ethically, while probing the other side to find what will make the deal that you ultimately are willing to accept, even though it may not be what you originally expected. It is this skill that separates "great agents" from "good agents."

## **Under Contract: Hurdles to Closing**

Finally, the haggling is over and we have an agreement and we are Under Contract but, not yet certain to close! How can that be? If there is a financing contingency then we need to secure that financing!

- Monitor lender's approval
- Meet with appraisers and inspectors and deal with difficult appraisals, or lender's requirements that often trigger contingencies that make the contract completely renegotiable!
- ***This negotiation period may actually be longer than the initial contract negotiation above...***
- Finally all differences are resolved and Settlement Date is set. My Team always reviews documentation and fees and corrects inevitable errors.

We will strive to minimize stress, and encourage flexibility, patience and understanding of how to work with a wide range of personalities, i.e., buyers, sellers and controlling family members, who may be involved in the transaction. In addition, you need to understand and cooperate with the host of professionals who have roles to play in the sale and purchase of a home: inspectors, appraisers, loan officers, contractors, lawyers and others.

## **Closed But, Still There for You for Issues that May Arise**

- Post-settlement support relative to questions arising from unanticipated findings or occurrences of property condition and whether seller disclosures were accurate and truthful. E.g., water in basement, leaks from roof, cracking or settlement of home, pest infestations, etc.

This is a brief overview from the home buyer's perspective of the role of the Buyer Agent and what you should expect and require in your relationship. Clearly, much of this discussion applies to the home Seller. See My Seller's Guide.