

## MARKET INSIGHTS

- Provide Market Overview
- Produce Comparative Market Analysis
- Show What Comparable Homes Are Selling for
- Provide Relevant Neighborhood Information on:
  - ▣ Schools
  - ▣ Parks
  - ▣ Dining
  - ▣ Recreation
  - ▣ Commute Times
  - ▣ Parks
  - ▣ Arts, Culture & Entertainment

## BUYER NEEDS

- Conduct Pre-Showing Interview to Determine Needs
- Help Find the Right Home to Purchase
- Connect Buyer with Mortgage Broker to Determine How Much Home They Can Afford
- Set Up Customized Property Search
- Promote Needs Within Office
- Promote Needs to Sphere of Influence
- Send "Buyer Needs" Postcards to Desired Neighborhoods

## SHOWINGS

- Preview Homes
- Schedule Showings
- Show Homes
- Community Tour

## CONTRACTS

- Explain Contract to Buy & Sell
- Explain Buyer Agency Agreement
- Explain Required Disclosure Documents
- Explain Deeds
- Explain Title Work
- Obtain & Review Qualification Letter

## COMMUNICATION

- Explain the Buying Process
- Review & Arrange Financing Options
- Guide Through the Inspection Process
- Guide Through the Appraisal Process
- Explain Closing Procedure
- Schedule & Manage Vendors
- Guide Through TRID Requirements
- Track Due Diligence Deadlines
- Recommend Providers & Coordinate With:
  - ▣ Lenders
  - ▣ Appraisers
  - ▣ Inspectors
  - ▣ Title Company

## NEGOTIATION

We negotiate the following:

- Offer Strategy
- Price
- Inspection Resolution
- Appraisal Resolution
- Title Resolution
- Multiple Offers
- Seller Concessions
- Earnest Money
- Inclusions & Exclusions
- Conditional Sale Contingency
- Survey Resolution
- Due Diligence Resolution
- Closing & Possession Date
- Payment for Failed or Untimely Possession