



# 6 KEY STEPS TO A SUCCESSFUL PURCHASE!



BERKSHIRE HATHAWAY  
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## FINANCING

Key to Affordability

Finding the right financing is as important as finding the right house. Discovering your true “Buying Power” and the best financing method is the first step to a successful purchase!

It is critical for buyers to know before they start their home search exactly what they can afford, the type of financing they will use and the “out of pocket expenses” they might incur. My local mortgage consultant will be happy to assist. A professional who doesn’t use a “cookie cutter” approach, but individually counsels the buyer through the financing maze so they have all the answers to make good financial decisions.

### THE MORTGAGE CONSULTANT WILL:

- **Qualify and Calculate their “Buying Power”**  
(what they can and can’t afford).
- **Educate about Financing Methods and Options**  
Explain the “pro & cons” of each.
- **Identify Out of Pocket Expenses**  
So they can plan and there are no surprises!
- **Provide Written Mortgage Pre-Approval**  
Strength when competing & negotiating.

**WHAT THIS MEANS** is securing the **best** method of financing and being ready to take action when the time is **RIGHT!**



2

## TOTAL ACCESS

More Choices

There is a lot more to finding the ideal home than just surfing the internet, looking at ads, driving through neighborhoods, visiting open houses and using the traditional MLS.

Buying a home is done only a few times in a lifetime and buyers should never have to settle for something less.

I make certain my buyers have **Total Access** to the greatest number of homes. I use the traditional resources (MLS, etc.) plus I seek out and uncover the “quiet” properties that are not on the market yet.

### I TARGET:

- **Co-brokering Agents**
- **“Neighborhood” Matches**
- **Private Owners (FSBO’s)**
- **Social Media**

### PLUS

**State-of-the-Art** web-based system which instantly alerts the buyer of “Brand New” properties!

**WHAT THIS MEANS** is finding the ideal home by having access to everything available and never missing out or settling for something less.



3

## BEST PRICE

Buying Smart

The best purchase price is not always the lowest price!

Determining the best purchase price can be a real balancing act and is trickier than it appears!

The best purchase price is the price that **secures** the property. Many times the lowest price may alienate the seller. Other times, because of competition, the best purchase price is above the asking price. The key is to find the **right** price, between **never** over-paying or losing by under-paying.

### THE WAY I DO THIS IS:

- **Educate the buyer on the “Market Trend”**  
(Buyer’s Market/Seller’s Market) and explaining how it will impact their pricing position when formulating an offer to purchase.
- **Provide a “Market Study”** on the property of interest to educate them on the neighborhood history and price comparisons.
- **Uncovering the Buyer’s “Competitive” Position.**
- **Strategically constructing the purchase offer** by balancing price with “fair Market Value.”

**WHAT THIS MEANS IS...**

## BEST PURCHASE PRICE!



4

## NEGOTIATE

Bringing Parties Together

This is where the sale begins or ends because you don't get what you deserve, you get what you negotiate!

I skillfully package the offer 'up front' eliminating issues and creating a mood of acceptance by:

- **Uncovering the non-negotiables** through pre-negotiation so they are not included, thus not alienating the seller.
- **Taking extra care** to include these critical elements which favorably positions the "buyer's" offer.
  1. **Written Mortgage Pre-Approval**
  2. **Earnest Money Deposit** (substantial)
  3. **Buyer Introduction** - introduction, compliment & explanation
  4. **Market Study**
- **Pre-Selling** the offer to the listing agent, addressing any concerns and building value.

### Negotiating "Counter Offers"

I find that "special spot", an acceptable compromise, that gives both parties as much of what they want as possible creating a "Win-Win!"

**WHAT THIS MEANS** is that your offer is prepared and presented in such a skillful manner it brings both parties together securing the sale.



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## WORRY FREE

Managing Details

**Making your purchase seamless and hassle free!**

There are a lot of moving parts in a real estate transaction and things can go amiss if there is a lack of attention to detail.

I am your Project Manager eliminating any potential problems before they arise and managing all of the details. This essential step ensures the entire "Buying" experience is worry free.

### I ACCOMPLISH THIS BY:

- **Clarifying the entire process**, explaining all the "ins" and "outs" so there are no surprises!
- **Managing the entire "buying team"** including lenders, closing agent, home inspectors, appraisers and escrow agents.
- **Transaction Management System** - using a detailed checklist to manage all the moving parts so nothing is overlooked.
- **Weekly Update** - keeping in contact and fully informed with a status report.
- **Call Back "Now" Policy** - guaranteeing a speedy response.
- **Home Warranty Options** - offering protection after the sale

**WHAT THIS MEANS** is having peace of mind knowing all the bases are covered. No Problems!



6

## TRUSTED ADVISOR

Protecting Your Interests

**Educating, Guiding Never Pressuring!**

Buyers should work with someone they trust, have confidence in and will help them make good decisions.

You can count on me to be your Trusted Advisor consulting, educating, and guiding versus a typical salesperson selling and pressuring. My buyers know their best interests are my top priority!

### I FULFILL THE ROLE OF BEING A TRUSTED ADVISOR BY:

- **Advise and Counsel** – Never pressuring
- **Code of Ethics** – "Golden Rule"
- **Accountability** – Staying on task & on time!
- **Quality Company** – Highest quality service!
- **Performance Pledge** – Fulfill my job responsibilities according to these Six Steps.

Your Sales Executive

**WHAT THIS MEANS** is having a trusted, informed advisor who partners with you to assure a...

## SUCCESSFUL PURCHASE

# USE ME as your “MEASURING STICK” when interviewing others.

**1 - FINANCING**  
**Investment Strategies**  
Did the other agent(s) help you find the best Method of financing and discover your true “Buying Power” prior to starting your home search?  
☐ Yes ☐ No

**2 - TOTAL ACCESS**  
**More Choices**  
Did the other agent(s) put into action “Target Marketing,” giving you access to more choices so you never miss out or settle for less?  
☐ Yes ☐ No

**3 - BEST PRICE**  
**Smart Buying**  
Did the other agent(s) educate you on the Market Trend and supply a Market Study so you never lose by overpaying or under-paying?  
☐ Yes ☐ No

**4 - NEGOTIATE**  
**Securing The Sale**  
Did the other agent(s) explain how they would “Pre-Negotiate” and handle “counter offers” to create a Win-Win?  
☐ Yes ☐ No

**5 - WORRY FREE**  
**Managing The Details**  
Did the other agent(s) show how they would manage the entire process, keep you informed, and respond to your calls, giving you Peace of Mind?  
☐ Yes ☐ No

**6 - TRUSTED ADVISOR**  
**Protecting Your Interests**  
Did the other agent(s) conduct themselves as a Trusted Advisor, educating, guiding and providing you with a written Performance Pledge?  
☐ Yes ☐ No

I perform all these duties and responsibilities to assure the Buyer experiences a Successful Purchase.  
**ON TIME • FEWEST PROBLEMS • BEST PRICE!**

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