Why You Should Work With a REALTOR®

REALTOR®

With over one million members, the NAR is America's largest professional association and is involved in all aspects of the residential and commercial real estate industries.

NOT EVERY REAL ESTATE AGENT IS A REALTOR®

- Only real estate professionals who are members of the NATIONAL ASSOCIATION OF REALTORS® (NAR) can call themselves REALTORS®.
- The NAR is America's largest professional association and is involved in all aspects of the residential and commercial real estate industries.
- As a REALTOR® I pledge to abide by the NAR's strict Code of Ethics.
- Only REALTORS® are held accountable for their ethical behavior.

BENEFITS OF CHOOSING A REALTOR®

- REALTORS® work hard to protect your property rights and to keep real estate excise taxes as low as possible.
- REALTORS® have been instrumental in the implementation of many tax incentives for home buyers over the years.
- REALTORS® have access to legal counsel to help answer those questions that put your mind at ease, all at no extra cost to you!
- REALTORS® have consistently worked to increase FHA and VA loan limits to make sure you're not paying higher fees to purchase an average home in your market.
- REALTORS® have access to the latest legal and legislative issues that they need to know to best represent your real estate needs.
- REALTORS® take extra classes and earn designations to prove excellence in various areas of real estate.
- REALTORS® have worked diligently to preserve the full usage of waterfront properties.
- REALTORS® fight hard to keep the mortgage deduction credit unchanged.

Strategic Real Estate
& Development Services

Buy | Sell | Build | Develop | Consult

Equal Housing Opportunity

How Do Realtors® Help Buyers?

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
  - 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 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

- 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

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How much house can you afford?

Financing

Determining how much you can afford before you begin your home search will save you valuable time. I can help you locate a lender who will assist you in finding a financing package that will best meet your needs. But there are a few steps you should consider beforehand to make the process as smooth as possible:

CREDIT REPORT

It's important to check your credit report before you see your lender because:

- Lenders check this to determine the amount of loan you qualify for
- It allows you to correct any mistakes in the report before lenders see it
- If there are any blemishes in your report that are not errors, you should be prepared to explain them to your lender

You are entitled to one free request each year from each of the three credit bureaus. The best way to do this is to go online to AnnualCreditReport.com.

CREDIT SCORE

You may want to check your credit score at the same time you check your credit report (usually for a fee). This score influences how much lenders are willing to loan to you and at what interest rate.

DOWN PAYMENT

Most lenders will give better financing terms to borrowers that can put a 20 percent down payment on the purchase. If you are unable to do so, you will likely be required to purchase Private Mortgage Insurance (PMI) and perhaps pay a higher interest rate.

PREAPPROVAL

A letter of preapproval from a lender shows that they have checked all your documentation and are prepared to make you a loan. Getting preapproved prior to starting your home search saves you time by:

- Keeping you focused on viewing only the homes that are within your budget
- Helping you obtain your financing more quickly once you find a house you want to buy

Buyer’s Terms

LOAN AMOUNT
The amount of the mortgage based on the purchase price, minus the down payment.

DOWN PAYMENT
Cash that the buyer provides the lender as their portion of the purchase price. The down payment is considered the buyer’s equity (or cash investment) in their home.

POINTS
Fees charged by the lender to offset their interest rate, if it’s below the prevailing market rate. One point equals one percentage point—so one point on a $100,000 loan would be $1,000.

APPRAISAL FEE
The amount paid for the lender’s appraisal of the property.

CREDIT REPORT FEE
The fee charged by the lender to obtain a credit report on the buyer.

TITLE INSURANCE FEE
A one-time premium that a buyer pays for protection against loss or damage in the event of an incorrect search of public records or misinterpretation of title. The title insurance policy also shows what the property is subject to in terms of liens, taxes, encumbrances, deed restrictions and easements.

ESCROW FEE
The amount a buyer pays the escrow company or closing agent for preparing papers, accounting for all funds and coordinating the information between all parties involved in the transaction.

CLOSING COSTS
A general term for all the estimated charges associated with the transfer of ownership of the property.

PREPAID INTEREST
The amount of interest due on the loan during the time period between closing of escrow and the first mortgage payment, due at the time of closing.

PITI
The estimated house payment, including principal, interest, taxes and insurance.

PRINCIPAL AND INTEREST
The loan payment, consisting of the amount to be applied against the balance of the loan, and the interest payment, which is charged for interest on the loan.

TOTAL CASH REQUIRED
The total amount of cash the buyer will need, including down payment and closing costs.

PREMIUM MORTGAGE INSURANCE (PMI)
Insurance for the lender, to cover potential losses if the borrower defaults on the loan.

Identifying

Your Priorities

PERSONAL PROFILE

NAME(S) ______________________________

ADDRESS ______________________________

PHONE *(home)* __________ *(cell)* __________ *(work)* __________

EMAIL ______________________________

☐ Own ☐ Rent Years in this home ______ Children (names/ages) ______________________________

MOTIVATION

Reason for move: ______________________________

When do you want to move in? ______________________________

Is that date flexible? If not, why not? ______________________________

How long have you been looking for a home? ______________________________

Have you seen any homes you like? ☐ Yes ☐ No Describe: ______________________________

If yes, why didn't you buy? ______________________________

Are you looking at homes with any other sales associate? ☐ Yes ☐ No

Where do you work? ______________________________

When is the best time to look at homes? ______________________________

When we find the right home for you, will there be anything that could keep you from buying it? Will anyone else be involved in the buying decision? ______________________________

HOUSING INFORMATION

What's most important to you in a home? ______________________________

Do you have (or anticipate) any hobbies, interests or lifestyle factors that would affect your housing needs?

____

____

Are schools important? ☐ Yes ☐ No If yes, what aspects? ______________________________

Where do you want to live? ______________________________

What style of home do you prefer? ☐ Rambler ☐ Two-Story ☐ Traditional ☐ Contemporary

How many bedrooms? ______ Baths ______ Living areas ______ Yard size __________ Garage size __________