



WHAT'S IMPORTANT TO HOMEBUYERS EVERYWHERE?

- Communication.....Listening to you and keeping you informed
- Affordability.....Showing you homes within your price range
- Needs.....Showing you properties that fit your needs
- Convenience.....Simplifying the home buying process

IS THERE ANY DIFFERENCE ON WHICH WEB SITE I SEARCH FOR HOMES?

- Yes, in today's real estate world buyers initially visit most homes online so it is important that you get a feeling of walking through a home to discern your interest in a particular home.
- ColdwellBankerDayton.com offers an HD Media Experience highlighted by full screen crystal clear HD Photos and HD Videos that delivers a real time experience of walking through a home.
- This online HD Media experience is a very good reason why Coldwell Banker Heritage Realtors represented 500 more buyers in 2010 than our next nearest competitor.

WHY IS FINDING THE RIGHT REAL ESTATE AGENT SO IMPORTANT?

- You need a professional that will listen
- Knows your market and can find you the right property
- Negotiate the best price and terms for you
- Tech savvy and has access to innovative buyer tools
- Handle the details and keep you informed

HOW CAN I FIND THE RIGHT AGENT?

- It is important to choose an agent who is also a Realtor. The difference is that only licensed Realtors like your Coldwell Banker Heritage associate, belong to the National Association of Realtors and pledge to follow the Code of Ethics underlying strict standards of practice
- Find a premiere real estate company that has a history of success with buyers
- Search for the online experience that a company and specific agent provides
- Interview the agent as to their expert knowledge of communities, schools and neighborhoods
- Ask the prospective agent to discuss their home finding plan that will meet your needs

HOW IMPORTANT IS A BUYER CONSULTATION WITH YOUR AGENT?

- Very Important as there is no better way to learn about the purchase process and the agent you are considering hiring
- A good measuring stick for the Realtor's professionalism and knowledge of the home buying process
- An excellent opportunity for you to understand reasonable expectations for the buying process
- As the CEO of your company, FIRST TIME BUYER INC, the presentation gives you an opportunity to learn more about the agent and decide "do I want this person to represent me or not"?

SHOULD I BE PRE-APPROVED FOR FINANCING BEFORE I BEGIN LOOKING FOR A HOME?

- Yes, being pre-approved for a mortgage can greatly improve your negotiating position
- Save you time in your home search
- Coldwell Banker Heritage Realtors makes your home mortgage process easier, faster and more convenient by partnering with Legacy Mortgage, our in house lender, to pre-approve buyers

WHAT IS ONE STOP SHOPPING?

- The ability to have all the resources you need, to make buying your first home simple and enjoyable
- A one stop experience for your real estate, mortgage, home title services and Concierge services

IS ONE STOP SHOPPING GOOD FOR ME?

- ✓ According to a study conducted by the National Association of Realtors, 3 out of 4 respondents would consider a firm that offers “one stop shopping.”
- ✓ 96% think that receiving all services from one provider would make purchasing a home easier
- ✓ The use of “one stop shopping” has increased 45% since 2002

WHERE DO I GO TO FIND OUT ABOUT ONE STOP SHOPPING?

- ✓ Coldwell Banker Heritage Realtors is a proud provider of One Stop Shopping
- ✓ Your Coldwell Banker Heritage Realtors agent can discuss the details

WHAT ARE THE FACTORS THAT AFFECT THE PRICE THAT SELLERS ASK FOR THEIR HOUSES?

- ✓ Physical characteristics of the house including such things as location, age, size of house and lot, physical condition, floor plan and style
- ✓ Competition.....How many other homes are for sale, terms, location and physical condition and how long they've been on the market
- ✓ Market conditions.....Interest rates, qualified buyer demand, prices of recent sales and state of the economy
- ✓ Seller Expectations including motivation to sell, original purchase price, sellers need for cash and the opinion of others

WHAT DOES SALE PENDING MEAN?

- ✓ A status of a property that is under contract and going through the closing process
- ✓ Typically sellers do not entertain showings in the Sale Pending status

WHAT IS A COMPETITIVE MARKET ANALYSIS?

- ✓ A Realtor's method of determining the value of a property by comparing the prices paid for similar homes.
- ✓ A detailed analysis of properties sold, properties for sale and expired listings in order to estimate the sales price of a particular home
- ✓ Valuable for you as a buyer in order to determine a reasonable starting point in your negotiations to buy your first home

WHAT IS A SELLERS DISCLOSURE STATEMENT?

- ✓ Written disclosure by the seller disclosing all known defects associated with their property
- ✓ Your Coldwell Banker Heritage Realtor will thoroughly review the Seller's Disclosure with you and help you determine how it might affect your offer

WHAT ARE THE KEY ELEMENTS OF A CONTRACT TO PURCHASE REAL ESTATE?

- ✓ Offer price
- ✓ Closing Date
- ✓ Possession
- ✓ Earnest Money
- ✓ Inspections
- ✓ Response Expectations
- ✓ Walk thru prior to closing
- ✓ Title Insurance
- ✓ Home Warranty
- ✓ Appraisal



TAKING THE OVERWHELMING OUT OF BUYING YOUR FIRST HOME:

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WHAT IS EARNEST MONEY?

- ✓ Earnest money, also known as a good faith deposit, is compensation paid at the time a contract is signed
- ✓ Shows that the buyer is serious in purchasing the home

SHOULD I GET A HOME INSPECTION?

- ✓ Yes, a home inspection is a very important recommended step
- ✓ It is common for buyers to make an offer with an option period that gives you time to have conducted one or more home inspections, which the buyer arranges and pays for with seller's consent
- ✓ If the inspection uncovers problems, your agent can provide valuable suggestions on how you might work with the seller toward a mutually acceptable solution

THE INSPECTOR SHOULD:

- ✓ Look for any structural, mechanical, and/or other defects in the property
- ✓ Examine all systems, including heating, air conditioning, electrical wiring, and plumbing
- ✓ Spend time checking the exterior of the house, including the roof, foundation and chimney
- ✓ Check the attic and interior for proper venting, insulation, and electrical outlets
- ✓ Test all appliances and plumbing fixtures to verify working condition
- ✓ Check all bathrooms to see if moisture has affected the areas around the tub or shower
- ✓ Inspect for other items such as insects, termites and other pests

SHOULD I REQUEST A WALK THRU PRIOR TO CLOSING?

- ✓ Yes, a walk through a few days before closing will ascertain that the home you are about to purchase, is in the same condition other than normal wear and tear, as when you made your purchase offer

WHAT IS THE DIFFERENCE BETWEEN A TITLE SEARCH AND TITLE INSURANCE?

- ✓ Title Search is an examination of records in the county offices; whereas, Title Insurance is an insured statement as to the condition of title or ownership rights to the property

WHY SHOULD I GET A HOME WARRANTY?

- ✓ To decrease the chances that you'll have to pay for repairs on a home after you buy it
- ✓ To lessen the stress of buying a home
- ✓ Peace of mind that comes with a home warranty

WHAT IS AN APPRAISAL?

- ✓ The value of your new home is determined by a professional appraiser which is usually completed at the request of the lender
- ✓ Appraisers consider numerous factors such as square footage, construction quality, design, floor plan amenities, energy efficiency, lot size view and landscaping

DO I NEED HOMEOWNERS' INSURANCE?

- ✓ Yes, in fact if you are financing your home purchase, your lender will require you to buy at least basic hazard insurance which will fund the cost of your home
- ✓ It is important to contact your insurance professional early in the buying process

DO REAL ESTATE COMPANIES OFFER ANY ADDITIONAL SERVICES AFTER THE CLOSING OF MY HOME?

- ✓ Coldwell Banker Heritage Concierge maintains a list of service providers in your neighborhood and provides you with their names and phone numbers at your request. Just call your Coldwell Banker Heritage Realtors sales agent and they will be most happy to assist.
- ✓ Our vendor requirements demand that each vendor must have adequate insurance, Workers Comp, and an excellent rating at the Better Business Bureau.