



# 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

