

BUYER CONSULTATION PRESENTATION



**Howard
Hanna**

**RAND
REALTY**



DOES HAVING A HOWARD HANNA EXCLUSIVE BUYER AGENT MAKE A DIFFERENCE?

ABSOLUTELY!

As your exclusive agent, I will represent your interests on the path to your dream home.

As your exclusive buyer agent, you will have access to:

- Howard Hanna's exclusive listings, which include properties not yet on the general market
- In-depth knowledge of local markets, property values and financial trends
- Negotiation skills and tactics to secure the best possible price and terms
- Contract-to-close success in multiple markets
- Comprehensive services, including mortgage, insurance and title services to streamline the process, saving you time and money!

There is no agent better prepared or equipped to handle your real estate needs in today's market!

YOUR AGENT MATTERS.

COMMUNICATION COMMITMENT

The number one priority for a majority of consumers is communication.

REST ASSURED THAT COMMUNICATION IS MY TOP PRIORITY.

We will go over our communication plan at our initial meeting to ensure it achieves all your personal objectives. Let's get started on gathering more information that will help you be prepared for our meeting.





BUYING PROCESS

There are four stages to a successful home purchase: pre-market strategy, market knowledge, negotiations and contract-to-close. Each stage has a carefully crafted strategy designed to maximize your purchasing power, minimize your stress and find your dream home.

The custom strategy that we design for your home purchase depends on your specific circumstances and goals. We will work together to create a plan exclusively for you.

#1

PRE-PURCHASE
PREPARATION

#2

MARKET
KNOWLEDGE

#3

NEGOTIATIONS

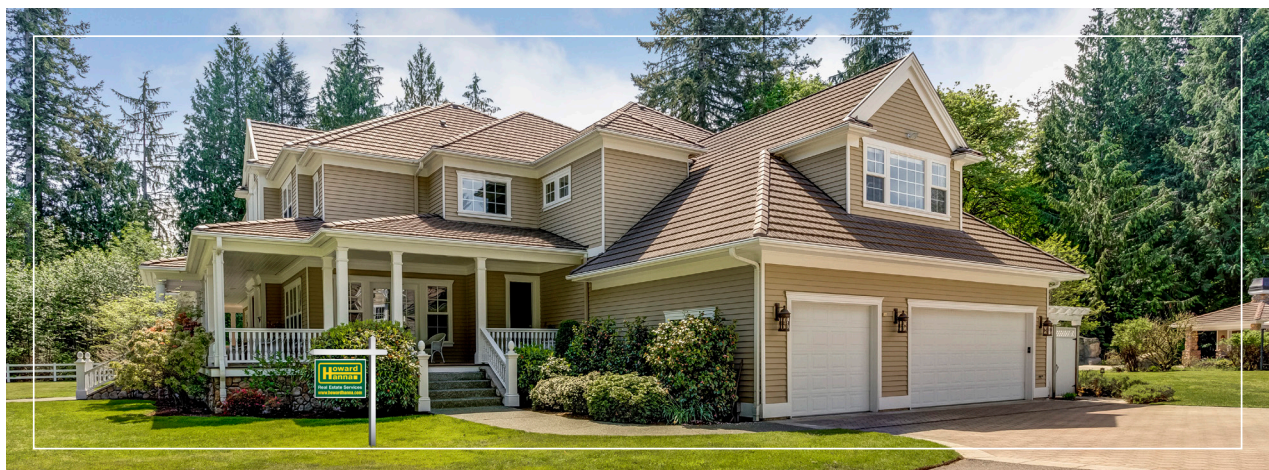
#4

CONTRACT-
TO-CLOSE

PRE-PURCHASE PREPARATION

To begin, we will carefully consider your budget, goals and moving timeline in order to create strategies for:

- Proactively preparing Howard Hanna exclusive listings, which are off-market properties only available to our clients. This minimizes your chances of missing out on the perfect property.
- Creating a curated search of publicly available properties
- Maximizing your purchasing power with a financial consultation with a mortgage professional
- Reviewing and remedying any credit issues/mistakes that impact your budget with a reputable and proven program
- Understanding your specific wants and needs in your new home, neighborhood and overall lifestyle
- Preparing a timeline that enhances competitive advantages for your search and offer process



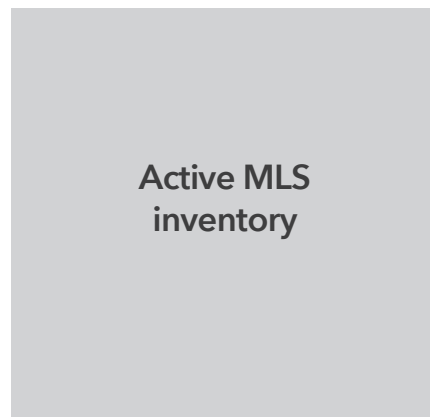


Real Estate Services

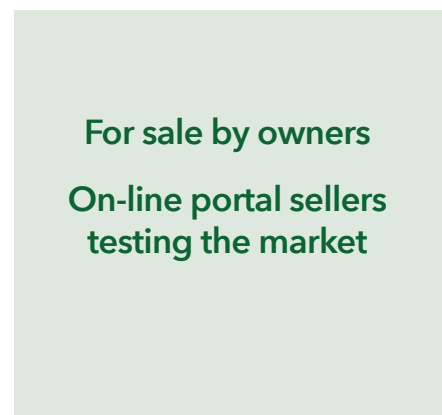
STRATEGIC PROPERTY IDENTIFICATION STRATEGY

We don't simply curate a list of homes that are currently on the market for you to consider in your home search; we actively prospect our past buyer clients, our social connections and personal spheres of influence to unlock new and exclusive housing inventory, providing you with a competitive edge over other home buyers in the market.

CURRENT MARKET INVENTORY



HOWARD HANNA AGENT CULTIVATED INVENTORY





MARKET KNOWLEDGE

When you find your new home, you should be confident enough to put your best financial foot forward when making an offer. That means making sure that you have the right tools to make educated decisions quickly. Tools that I offer include:

- Neighborhood tours
- Reports on area schools
- Walkability scores
- Proximity to area attractions
- Tax information
- Historic or other specialty district impacts
- Flood plain mapping
- Homeowner Association rules and regulations
- Historic knowledge about neighborhoods
- Special financing options and programs
- Pricing trends
- Market share across communities



MARKET KNOWLEDGE

MARKET VALUE

The market value of your next home is NOT determined by:

- The furnishings
- What the seller needs/wants in profit
- Appraised value
- Assessed value
- How much the seller paid for it
- Online valuation tools

The true market value of your home is what the buyer is willing to pay based on:

- The current market
- Competition
- Today's financial market
- Economic conditions
- The buyer's perception of the property
- The buyer's method of purchase
- Location
- Timing



MARKET KNOWLEDGE

HOMES THAT SELL QUICKLY

Properties that sell in a shorter timeframe in today's market:

- Price slightly ahead of market trends
- Maximize the condition of the home
- Meticulously clean
- Offer good terms
- Stellar showing preparations

When a home meets particular standards, like those mentioned above, there is a great chance it will sell quickly, with multiple offers.

Each situation is unique, but having an array of strategies for a multiple offer situation can help you win, even if your offer isn't the highest on the table.

As your Howard Hanna agent, I will put you in the best position to move quickly and win offers!

NEGOTIATION

Negotiation is key to a successful home purchase and closing. I will help you negotiate the purchase agreement and any contingencies that need to be resolved during the escrow process. The best negotiation strategists utilize market trends and data to make informed decisions. Experience matters!

My strengths as your agents include:

Effective communication: I will serve as your personal liaison to express your needs clearly and concisely. I interpret and respond to the listing party's concerns with your best interests in mind.

Empathy and understanding: I am trained to create common ground among all parties involved, and come to an agreement quickly.

Problem-solving skills: There may be negotiating roadblocks, but I am able to find creative and fair solutions to benefit you.

Persistence and patience: I understand the often-complicated timing of standing firm or continuing the negotiation process.



AVERAGE AGENT'S PLAN

Rely on an automated search of publicly available properties

Rely upon the buyer sourcing all their own vendors and when problems arise, resort to calling 1-800 customer service lines for intervention

Either a chronic inattention to technological advances that benefit you or an over-reliance on impersonal technology

Do very little research or offer limited comparative market analysis methods

No consultation is offered and often surprises you with information on the fly

Rely on learning "on the job" which could cause you more stress and cost you money

Show properties with no additional information, resulting in delays in your decision-making, which could cost you the opportunity to put in an offer

MY PLAN

A pro-active approach to actively searching out off-market properties through my network of past clients, prospective sellers and thousands of agents who dominate the market

A full team of resources consisting of a lender, a title company, an insurance rep, concierge, moving service and home maintenance and repair professionals (Hanna Home Pros) who I have direct and established communication with to resolve issues

Efficient use of smart technology that saves you time, but never replaces my personal experience and attention

Advanced research methods that combine my personal experience, the power of the collective experience of the #1 privately-held brokerage in the country and the data processing of predictive analytics to ensure you are making the most informed decision about your largest financial instruments

Launch your buyer orientation with a customized consultation so you feel confident in your decision-making process

Trained on the latest industry rules and regulations, which allows me to avoid roadblocks and expensive delays to the transaction

Provide information during showings beyond the information sheet that can help you make informed decisions

CONTRACT TO CLOSE

Once your offer has been accepted, you might be surprised to know that you haven't actually bought the home... yet.

There are several contingencies inherent in every contract and my job is to work through those contingencies to ensure we close on your timeline. Possible contingencies that may arise during your purchase are:

- Financing
- Appraisal
- Inspection
- HOA
- Insurance
- Title Work
- Survey
- Flood certification

I will be by your side every step of the way, advising and negotiating on your behalf.



LET'S MAKE THE MOST OF OUR TIME TOGETHER

Please fill out the Buyer Questionnaire to the best of your ability so that I am fully-prepared for our in-person consultation. It would be my pleasure to work with you and I look forward to serving you. Thank you.



Real Estate Services

