BUYING A HOME IS EASY!*

***If You Work with a Real Estate Agent Who Is a REALTOR®**

SOME PEOPLE THINK BUYING A HOME IS AS SIMPLE AS:

- Looking at houses online
- Finding something you can afford
- Signing some papers

BUT THERE'S SO MUCH MORE TO IT.

Some of the things a real estate agent who is a REALTOR® helps you with include:

REALTORS HELP YOU GET STARTED

- Educate client on home buying process and coordinate a plan.
- Review buyer rep agreement, agree upon representation and negotiate compensation.
- Understand budget and explain what will be needed financially.
- Search local MLS broker market-places to find best matches.
- Serve as local housing market expert (e.g., price trends, negotiation trends, community).
- Arrange tours of homes and neighborhoods.
- Decipher public property and tax information.



REALTORS HELP YOU FIND A HOME



- Research home information that aligns with buyers' interests.
- Prepare buyer to have the most attractive offer in the current marketplace.
- Coordinate professional home inspections, consultations with lenders and necessary property assessments.
- Develop competitive offers and negotiate the best price and terms.
- Represent clients' best interests, advise throughout the negotiation process and close the deal.
- Steward multiple parties and schedules to save buyer time.
- Look beyond décor, flooring and paint colors to other significant aspects of home.

REALTORS HELP YOU ACHIEVE HOMEOWNERSHIP

- Navigate state and federal forms.
- Research mortgage rates, terms and reputable lenders.
- Coordinate with lenders.
- Steward important contract deadlines.
- Provide guidance for walk throughs prior to closing to ensure property condition.
- Work with necessary parties to ensure all contractual terms are completed by closing.
- Advocate for buyer throughout entire process and closing.
- Review buyer's closing statement to ensure accuracy.
- Provide information for everything needed to live in new home.
- Ensure all required actions are complete in advance, so closing day is a celebration, rather than a stressor.
- Remain a lifelong, trusted advisor!



Source: National Association of Realtors®

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The Voice for Real Estate® in Florida