



# Home Buyers

*Buyers Negotiation  
Workshop*






# Buyers Negotiation Workshop

- Give You Confidence in Negotiations
- Reducing Your Cost
- Increase Long Term Wealth
- Setting Expectations

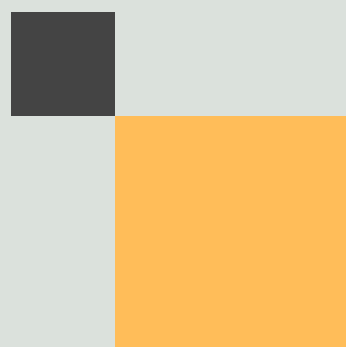




# Objective

Our goal is to help you make wise real estate decisions, that builds generational wealth in real estate.

We will guide you along the way, and leverage our experience to help you find the right home, and negotiate the best price possible.





# Jon and Chrissy Sarmiento



- Moved from out of state
- First time home buyers
- Downpayment assistance
- Narrow down their areas
- Buyer's Workshop helped them understand the process







# Guide to Negotiate Your home

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# Selling a Home is Emotional

Sellers have an emotional connection to their home, and they often prefer buyers who love their home just as much as they do.

This is a huge opportunity for buyers to leverage this to their advantage.





A family of four (a man, a woman, and two children) are standing on a sidewalk in front of a large, two-story house. A large white sign with the word 'SOLD' in red letters is visible in the background. The image is overlaid with a semi-transparent dark grey filter. In the top-left and bottom-right corners, there are decorative elements consisting of an orange square and a white square.

Trust your local  
advisor when making  
Real Estate decisions



# Trust Your Advisor

Friends and family often have your best interest at heart, but they may not be up to speed on current market conditions or be qualified to give you the best advice.

Our commitment to you is that we have your best interest at heart, and we will give you our best advice, based on years of experience in the local market.





The background image is a composite. In the foreground, there is a stack of several thick bundles of US dollar bills, tied with purple rubber bands. One bundle is clearly marked with a purple band that says '\$2,000' and '01/07/25'. The bills are resting on a light-colored wooden surface. To the right of the money, a dark blue or black fountain pen with gold-colored accents lies diagonally. In the background, a small model of a white house with a blue roof and several windows is visible. The entire scene is overlaid with a semi-transparent dark grey filter. The text 'Buying a Home Is Scary!' is centered in a large, white, serif font. There are decorative orange and white squares in the top-left and bottom-right corners.

# Buying a Home Is Scary!

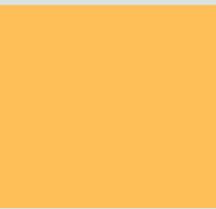


# Knowledge is Power!



Home buying is only scary when you don't know what to expect. When home buyers are in the know, it calms their fears.

After this workshop, you will be equipped with all the information about the home buying experience. You can feel comfortable and confident going into your home purchase.







# Do You Worry About Getting Cheated?





# The Contract Is Written In Your Favor

We're going to cover all the ways the contract is written to protect you and keep you from getting screwed over in the transaction.



# What About the Housing Market?

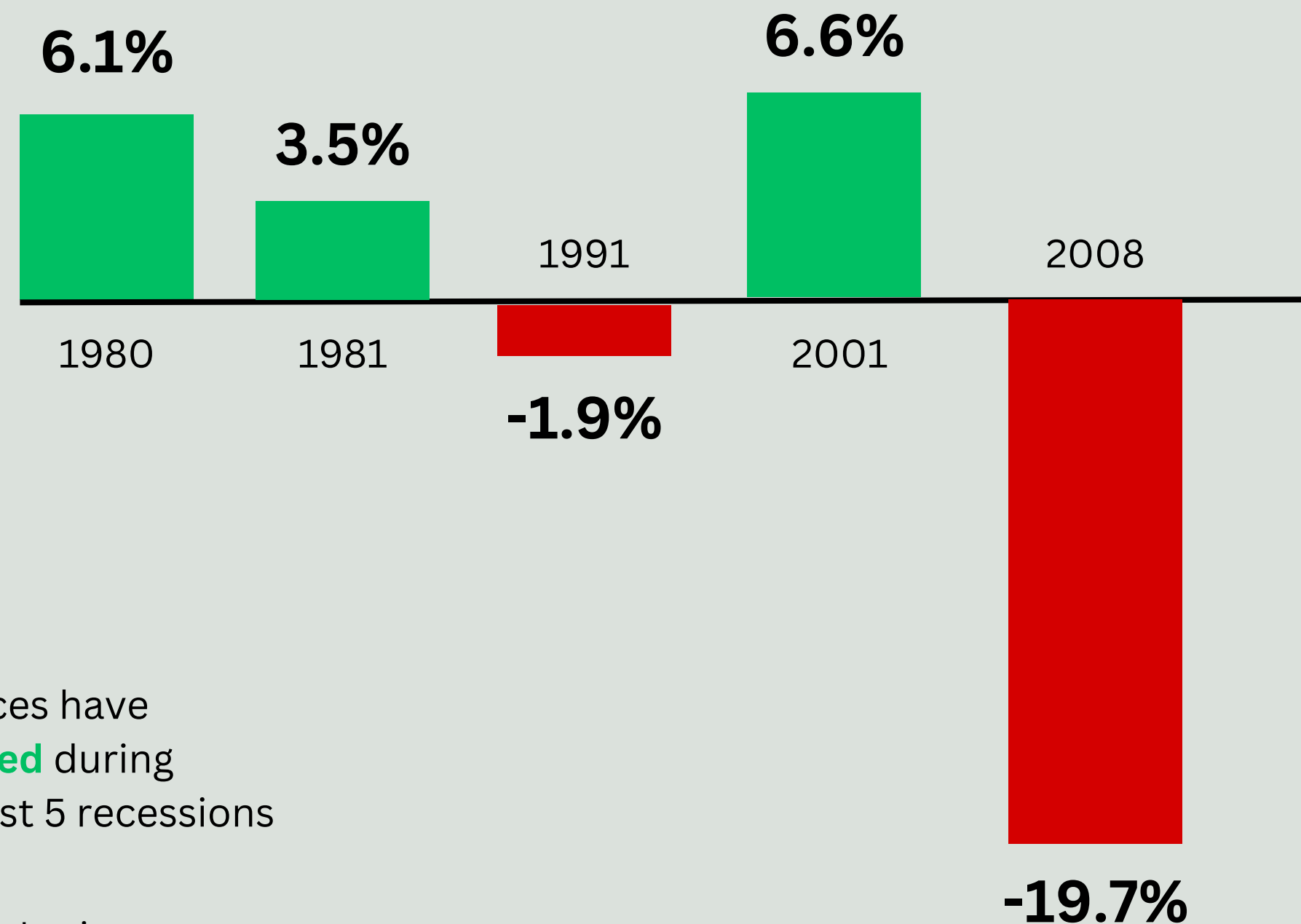
The search phrase “when is the housing marketing market going to crash?” is up 2,450% in the last month. Similarly Americans are searching in for explanations about why the housing market is so hot and why home prices are rising.

**Market***Watch*



# Recession $\neq$ Housing Crisis

Home Price Change During The Last 5 Recessions



Home Prices have  
**appreciated** during  
3 of the last 5 recessions

Source Core Logic



# This is NOT 2008

## Housing Market Crash 2008 Explained

The housing market crash of 2008 remains one of the most significant events in the history of the United States housing market.

It was caused by a combination of factors, including the subprime mortgage crisis, high levels of debt, and a lack of regulation in the financial sector.

Despite some similarities between the current state of the housing market and the conditions that led to the 2008 crash, several significant differences exist.

Stricter lending standards, tighter regulations, a more diverse housing market, and proactive Federal Reserve policies have all contributed to a more stable housing market.

## Is the Housing Market Going to Crash?

Much to the chagrin of would-be homebuyers, property prices just keep rising. It seems nothing — not even the highest mortgage rates in nearly 23 years — can stop the continued climb of home prices.

So much for the idea that a “housing recession” would reverse some of the outsized price gains in homes. The U.S. housing market had finally started slowing in late 2022, and home prices seemed poised for a correction. But a strange thing happened on the way to the housing crash: Home values started rising again.

Bankrate



# What is Driving Buyer Demand?

More organic demand for housing - due to tighter lending practices

Millennials - entering their 30s, are getting married, having kids ... and buying a home

Building Boom: Sudden increase in home building caused a surge in the cost of lumber

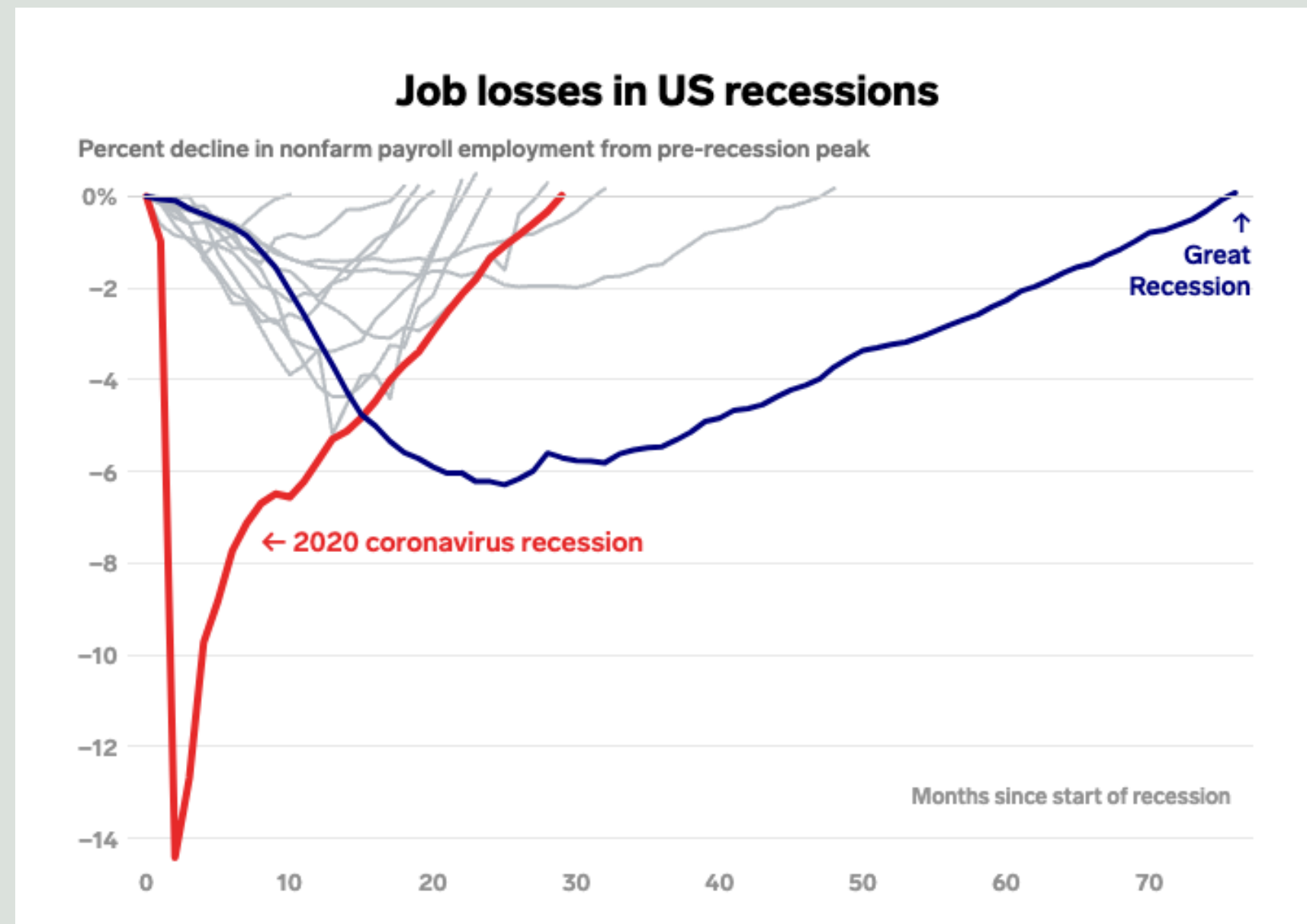


# Unemployment

Jobs Recovering Faster Than Prior Recessions

Source  
**Bureau of Labor Statistics**  
Via FRED Insider

Chart: Andy Kiersz

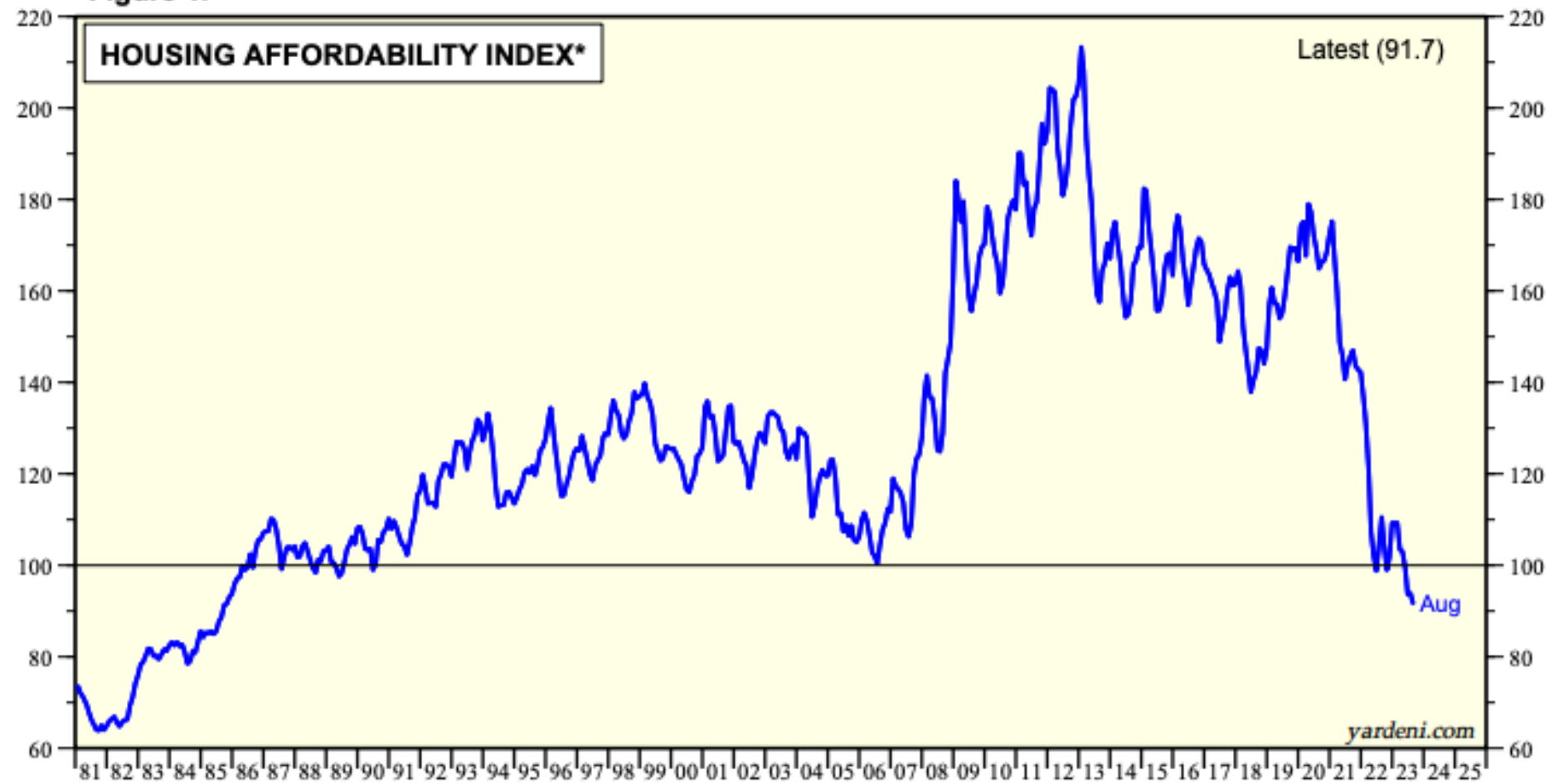




# Tale of Two Housing Markets

## Housing Affordability Index

Figure 1.



\* Based on 30-year fixed rate mortgage.  
Source: National Association of Realtors.

## Year-over-year regional house price shift between September 2022 and September 2023

Among the 100 largest housing markets, the top 10 markets with the biggest price increases and the 10 markets with the biggest price decreases.

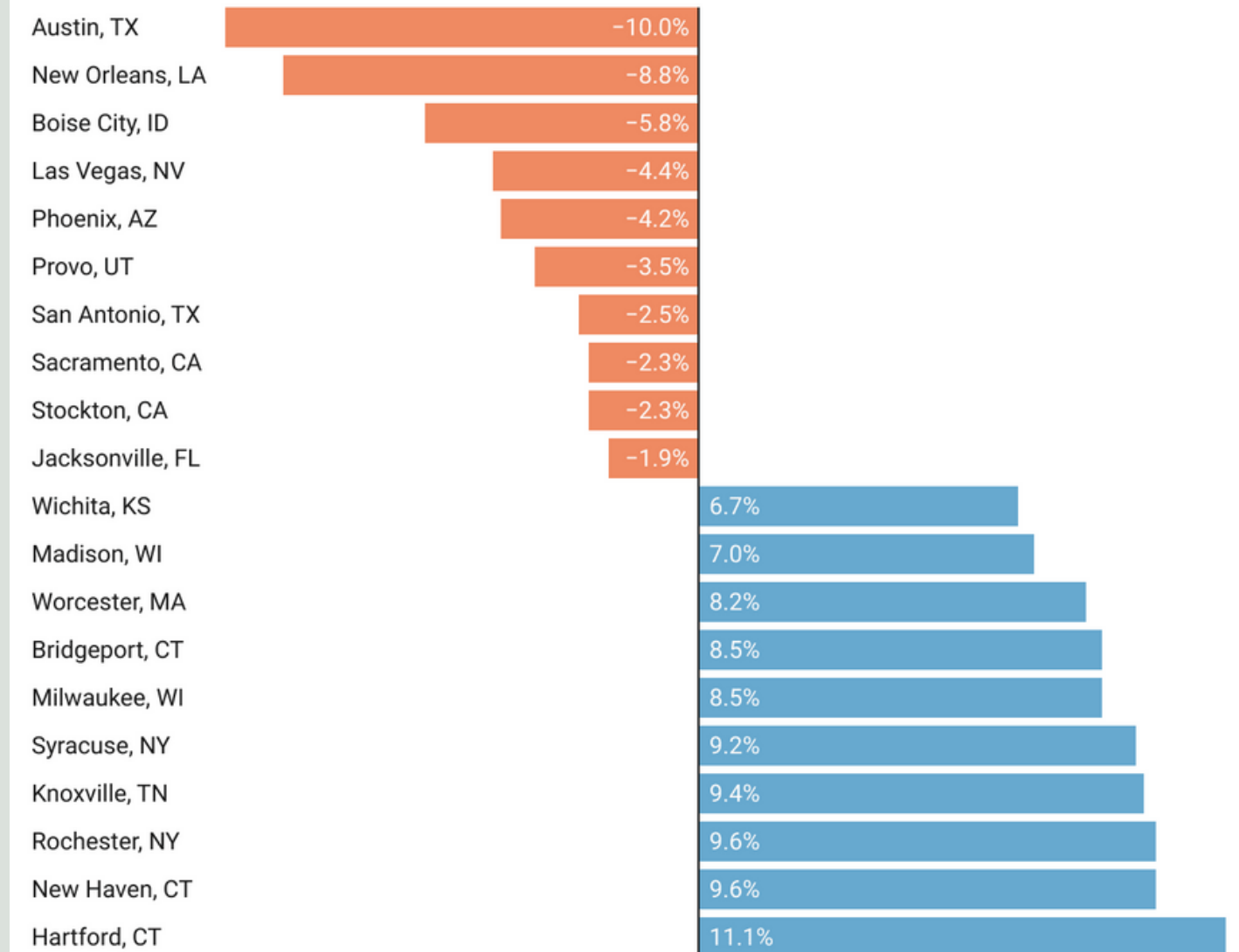





Chart: Lance Lambert • Source: Zillow Home Value Index • Created with Datawrapper



# Interest Rates & Price Parity

If you want to keep a mortgage payment at \$3,000 / month

	1982	1990	2022
			
Home Price	\$287,700	\$397,000	\$500,000
Interest Rate	12.22%	8.29%	5.95%
Monthly Payment	\$3,001	\$2,994	\$2,982



# Summary Of The Market

- Inventory is starting to increase, but there is no indication of a crash coming
- We still have a shortage of inventory because new construction is behind
- The Great Recession was called great for a reason - its once a century
- Prices are still expected to increase so its better to secure it now and refinance later







# Negotiating to Win!



# Negotiation Steps

Step 1



Getting Started with your home search

Step 2



Finding the right property

Step 3



Getting your offer accepted

Step 4



Protecting yourself from getting screwed

Step 5



Take advantage of the due diligence



A close-up photograph of a person in a dark blue suit and tie handing a set of keys to another person. The keys are on a silver ring and include a wooden house-shaped keychain. The person receiving the keys is wearing a light pink ribbed sweater. In the foreground, there is a small, light brown cardboard house-shaped paperweight. A clipboard with a document is visible on the desk. The background is a plain, light-colored wall.

# Time Your Purchase



The average buyer sees about 5 - 7 homes before they find the one they love



Multiple offers are a very real reality in this market



Negotiations can take a day - or they can take several days in more complex situations



Closing takes about 30 days



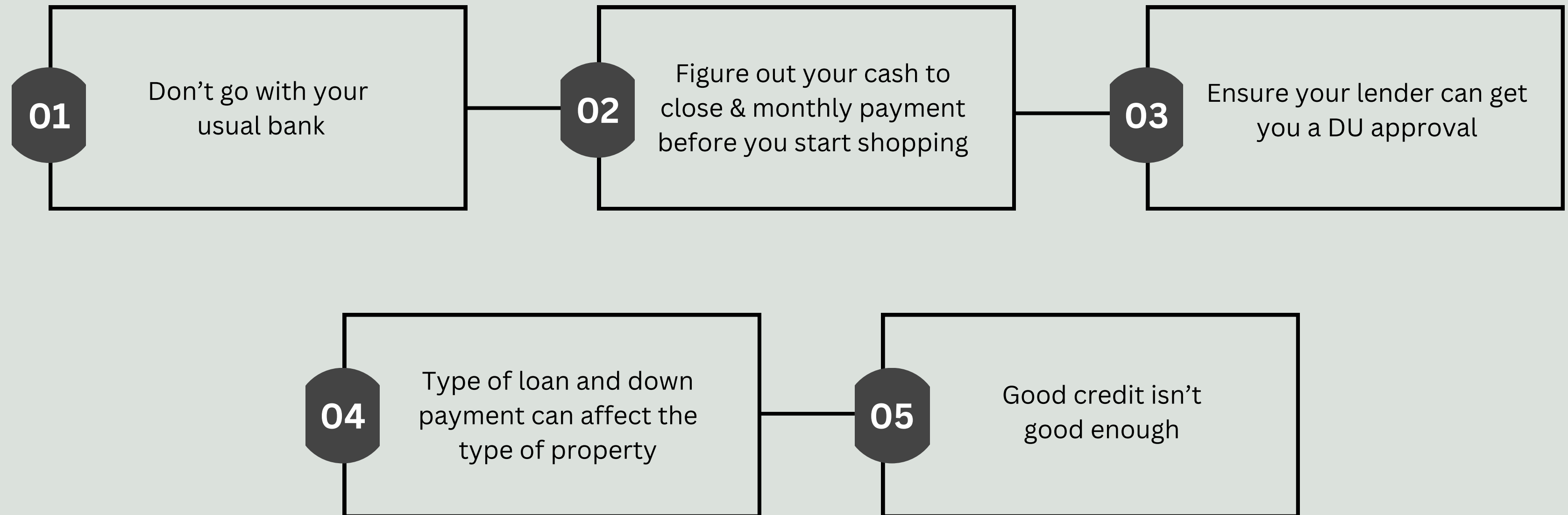
# Renting to Buying

- When renting, payment is due at the beginning of the month. With a mortgage payment is due at the end of the month
- When you close, you will pay interest for the remainder of the month at closing
- Confirm with your lender when your first payment is due
- We can time your closing, so you won't have two payments
- If you pre-paid your last months rent, you can close sooner





# Getting Pre-Qualified







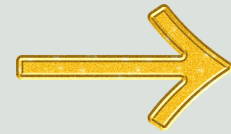
# Finding Your Dream Home!



# Buyer's Application



Finding a home that meets ALL your needs



A “home” is more than a place to live. Its a lifestyle, a community, a location



The application enables us to better represent you and make your home buying experience smoother





# Selling Agents Prefer Professionals

We Represent YOU, and help push offers through....



**Keri Holmes**

I had a good experience with this agent before.



**Delwin Rico**

Buyer's agent called, and asked what it would take to get the deal accepted. They offered to pay up to \$5K more than appraisal, and offered to do a rent back to assist with the transition.



**Marissa Aguirre**

We had multiple offers, all around the same price point. This agent called wanting the deal badly and it was obvious they knew what they were doing, and I felt more comfortable the deal would go through, and went with it.



**Becky Thomas**

Quality of buyer's agent. Loan Type. Use of local lender.



# Where Are The Deals?

How to find those hidden gems....



## Real Estate Websites

- Limited on search functionality 55+, Mandatory memberships, Cash Only
- Sell your information to realtors
- Inaccurate data

VS



## MLS Search

- Customize your search to exactly what you are looking for
- Your search is private and only visible to your agent
- Update as soon as property status updates



# ~~Danger Zones~~



## OPEN HOUSES

- Approximately 2% of buyers buy an open house they see
- Agents use open houses to collect leads and add you to their follow-up campaigns
- Sign in with YOUR agents info instead of your own



## For Sale By Owner

- For sale by owners typically list their homes in order to get the most money. As a result they are frequently over priced
- Working directly with a home owner presents lots of problems. They are emotional, and don't have experience navigating a real estate transaction
- An experienced REALTOR solves these problems



## New Construction

- Construction companies like to keep everything in-house, but this is a risk... They use their own versions of the contract, their lenders and their title company.
- Make sure you have an agent on YOUR SIDE, to properly represent your best interests



# Get The Right Property!

- Does the floor plan fit your lifestyle?
- Is there room to grow?
- Is there enough storage space?
- Is the neighborhood going to appreciate in value?
- Was it priced correctly? A professional pays!





# Multiple Offer Checklist



- ✓ Be prepared to move quickly. Write multiple offers and be ready to go!
- ✓ The inspection should be for informational purposes only
- ✓ Write a letter about how much the house means to you
- ✓ Offer to pay for closing costs, or title insurance
- ✓ Let your agent build rapport with the listing agent and follow instructions to a tea
- ✓ Get fully qualified with a DU
- ✓ HANDWRITE a letter to the seller and explain why you LOVE the property
- ✓ Guarantee, in writing, that you are prepared to pay ABOVE appraised value



# Due Diligence

- True hazards to watch for include, roof, AC, plumbing, electrical or structure
- Normal wear and tear should not prevent you from making an offer
- Ask for CREDITS for material issues only
- Hire a home inspector who offers warranties on their inspections





# Manage the Inspection

Don't shoot yourself in the foot over small issues!



**Shanna Bryson**

No seller concessions, short due diligence.



**Sharon Foreman**

An inspector is ready to go as soon as it goes binding. Also, includes a termite letter without waiting for the offer.

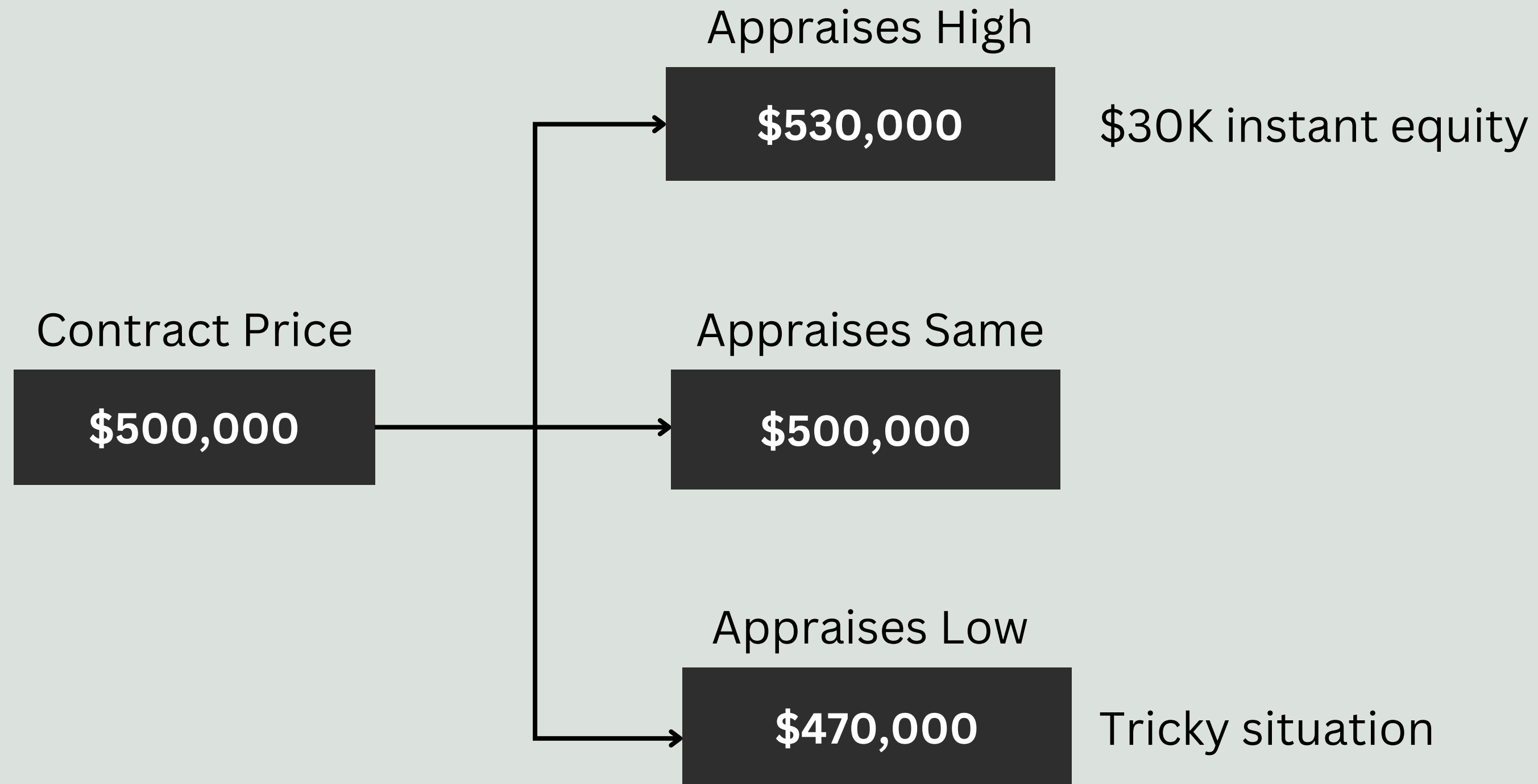


**Jennifer Leuangpaseuth**

Inspection for information purposes only. Buyer will not ask for any repairs OR buyer will cap their repair requests to \$500



# The Appraisal





# What if it Appraises Low?

The bank will only finance what the property appraises at...

## Renegotiate

Renegotiating used to be the most common solution to a home that doesn't appraise.

In the current market however sellers have the advantage so this is not an option for most buyers.

## Cancel

You have the right to cancel the contract, without risk of losing your deposit.

Under this scenario, you would lose the money you paid for the inspection and appraisal.

## Pay More Than Appraised Value

In this market, lots of buyers are guaranteeing to pay above appraised value to get their offers approved.

You will have to cover the increase expense out of your own pocket, as the bank will only finance what it appraises at.

# Clear to Close



## Lender & Title Company

01

Things move quickly once the lender and the title company give the clear to close

We will do a walkthrough of the property on the morning of the close, of the close

02

## Walkthrough

## Wire Cash

03

Once the walk through is complete, you will wire the money to close to the title company

We will meet at the title company to sign the closing documents, which typically takes one hour

04

## Title Company

## Two forms of ID

05

Ensure you bring two forms of ID to the title company. If you have a home owners association, bring the original approval letter





# Where buyers get stuck





MORTGAGE  
RATES

Maybe I Should wait one  
more year.

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# Schedule Your Consultation

- ➔ The longer you wait to get into a house can end up costing you thousands more dollars than you will be able to save.
- ➔ I recommend you schedule a consultation so you will know exactly what you need to do to be ready to purchase a home.







# I'm going to wait for the market to crash

Economists are not forecasting a real estate crash anytime soon.

2008 was a once in a generation crash resulting from loose lending standards.

Today lending standards are more strict, resulting in a healthier real estate market overall. And, we still have a shortage of supply.



The background of the slide features a silhouette of two people climbing a large rock formation. One person is positioned higher on the rock, while the other is lower, reaching up towards them. The scene is set against a warm, orange-hued sky, suggesting a sunset or sunrise. In the top-left corner, there are two small squares: a larger orange one and a smaller white one. The text is centered over the image in a white, serif font.

I prefer to use a realtor  
that I know personally



# The Right Agent For You

Selecting the right agent can be the difference between getting the house you want and never being able to buy.

This is a business decision - not just a personal one, so choose an agent that will have your back at every step.





A hand is shown placing a coin on top of a stack of coins. There are several other stacks of coins of varying heights on a reflective surface. In the background, a small model of a house with a chimney and windows is visible. The entire scene is overlaid with a semi-transparent dark grey filter. Decorative orange and white squares are located in the top-left and bottom-right corners.

I need to save more  
money



# Talk to a Lender

You don't want to live life wondering what could have been if only you had tried...  
Connect with a lender now, and stop worrying about the "what ifs" later.

A lender can't sell you anything, until you have found a house you love





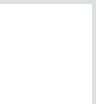
# Work With Your Lender to Determine Your Budget



The longer you wait to get into a house can end up costing you thousands more dollars than you will be able to save.



I recommend you schedule a consultation so you know exactly what you need to do to purchase a home.







I Don't Know Where To  
Start, So I'm Going to Wait





# Take the First Step ... Toward Your Dream Home

To get your dream home, you have to take the first step.

Talk to an agent who you trust, who can guide you.





Are you feeling excited?  
Or perhaps a little  
anxious?

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# We Are Here For You!

As an expert realtor, my job is to educate you with the facts of the market, and help you feel confident about your real estate decision, one way or another.

Hopefully we have achieved that in this video. For a personalized meeting, book your consultation so we can have a more in depth discussion about your personal situation





# What a Consultation Will Do For You







What are the benefits of  
working with us?

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# Your Personal Homebuying Guide

We will be your guide to buying your home, and walk beside you so you feel confident, and knowledgeable as we move forward together.

Our professional team will be at your disposal, giving you years of experience and advice along the way.







# Home Warranty

If you work with our recommended team,  
you get over \$20,000 in home warranties.





# Financial Gameplan

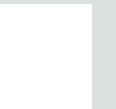
The Financial Gameplan is a PDF report, that guides you step by step with everything you need to know and do, to get your finances in order to purchase a home.





# Local Vendor List

Everything you need from roofers, to internet providers, we will connect you with all the local vendors that we recommend.





# VIP AGREEMENT

Your VIP Agreement is a written agreement between us outlining all of the things that I promise to you and in exchange, asking for your loyalty as a client







# Next Steps



Book Your Consultation



Complete the Buyer Questionnaire



Attend your consultation, along with any other decision makers



We will review your buyer questionnaire together, and set up your property search, and formulate a timeline