



# Home Buying System



*The right agent  
makes all the difference  
in the world™*

## Advantages Of The Realty World Network

At Realty World, we know that you deserve a high-quality representative who respects your individual wishes and will dedicate the time to ensure a smooth process when buying or selling your next home. This was the foundation for the development of the Realty World Services Principles – a set of principles our company has lived by for over 30 years.

### *A Professional Quality Company*

For over thirty years the Realty World Network has served clients throughout Northern California and Nevada. Our dedication to client satisfaction and commitment to advancing our services through technology have helped us maintain a leading position in the real estate industry. The Realty World brand is internationally known and has had over \$1 billion in advertising invested in it. This means that when potential buyers see the Realty World brand, they recognize a trusted symbol of quality.

With hundreds of offices in the Northern California and Nevada region, our broker network is second to none. Because of our sophisticated network and our use of the Internet, our regional influence is vast. Buyers and sellers are only a click away from having well over a thousand agents working for them.

We understand the value of client communication, and our appreciation for your business is best shown in our perseverance and interest in helping you buy or sell your home. We believe that buying or selling your home is a team effort involving you, our brokers, and our extended network of individuals and resources.

## Realty World Buyer Service Principles

Realty World developed its Buyer Service Principles to make your buying experience an enjoyable one. We go through extensive training in order to deliver a promise that we will dedicate our energy and extensive resources to ensure a smooth and successful purchase.

Our Buyer Service Principles are practices which all Realty World agents dedicate themselves to, and they have been the core of our agent-client relationship for over thirty years. As part of our Buyer Service Principles, we will fully explain the process involved in the purchase of your new property. All your questions will be answered and we will constantly update you throughout the buying process. You will receive quality service that is second to none - this is our promise to you.

## The Beginning Process

We will get to know you both personally and professionally so we can provide the best possible service and achieve the best possible results. We always begin our client relationship with an extensive interview to determine your expectations, price considerations, and scope of purchase. This information will be used as a foundation throughout our relationship. All your concerns and wishes will be regarded with the utmost importance as we guide you through the purchase of your new property.

### *We Will:*

- Explain agency relationships.
- Describe the purchase and commission process.
- Provide a detailed overview of the buying process.
- Help determine the best manner of communication (email, telephone, IM, text, etc.)
- Provide important data regarding schools, mass transportation, parks, recreation and communities in your geographic region of interest.
- Discuss financing with a mortgage specialist, who will present numerous loan options and suggest the best option for your purchase.
- Assist in the process of mortgage approval.
- Provide and explain all necessary documents for the purchase of your property.
- Represent you and your interests in presentation of an offer.
- Answer all your questions and provide the necessary support in negotiating and finalizing all contracts and documentation needed to conclude the purchase of your home.
- Follow up after the transaction and provide you with future market updates on the value of your home.

## Helping You Find Your Next Home

Our primary goal is to recommend the most appealing properties that meet your particular needs. We are not only concerned with finding your next home, but finding a home you will love and be proud to call your own. We know purchasing a home is a large investment and we will go out of our way to ensure your satisfaction on closing day.

### *We Will:*

- Provide you with access to invaluable resources, including our Website System and the Multiple Listing Service.
- Respect your time by evaluating properties online before showing them in person.
- Keep you informed about any changes in your marketplace.
- Dedicate resources and time to locating and presenting new properties to you.
- Study properties prior to their open house.
- Notify you about new, relevant properties.
- Help you make a final decision by weighing the benefits of each potential property.

## Writing An Offer

Once you find your next home, we will guide you through the buying process. For many buyers, this is stressful, but we are very experienced in representing buyers and will help you get the best possible purchase price for your new home.

### *We Will:*

- Develop a viable buying strategy based on the status of the current housing market.
- Represent you in an honest, professional and respectful manner.
- Respect your confidentiality.
- Develop and explain a detailed competitive market analysis (CMA) for the property you are interested in buying. This CMA will help you make an informed decision about the purchase price.
- Advise you regarding the best purchase contract choices and, whenever possible, personally submit your offer to the seller.
- Skillfully negotiate for your optimum purchase price while meeting your goals and interests.

## Closing The Sale On Your New Property

As exciting as it can be to find a property, there is work to be done to ensure it is everything the seller represents it to be. We will advise you on potential pitfalls and inspection issues that may arise, and will help guide you through the escrow process.

### *We Will:*

- Monitor the status and satisfaction of all contract contingencies, assist you in any further negotiations if necessary, and provide you with regular updates throughout the escrow period.
- Provide you with a list of professionals and vendors who perform the services and/or inspections recommended in the Buyer's Inspection Advisory.
- Deliver and/or communicate to you, in a timely manner, any disclosures, materials or information we receive which could materially affect your decision to complete the purchase.
- Schedule property inspections as well as any subsequent meetings or appointments with the professionals of your choice.
- Discuss your options based on inspection results.
- Monitor your loan approval process with your selected Mortgage Broker. Coordinate the appraisal of the property and, if appropriate, provide access and assistance to the appraiser.
- Advise you on your options should problems arise with any part of the escrow process including your loan, title issues, and property inspections and assist in renegotiating the contract if necessary.
- Accompany you on a property walk-through inspection prior to closing as provided for in the contract. We will also contact you after the closing to confirm that all details were completed.
- Provide you with an opportunity to evaluate the services you received via a post-transaction survey from an independent third party company.



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## **Pre-Purchase Consultation**

### **Contact Information:**

Your Name: \_\_\_\_\_

Significant Other's Name: \_\_\_\_\_

Children's Names and Ages: \_\_\_\_\_

Will anyone else be living with you (parents, etc)? \_\_\_\_\_

Do you have any pets?  Yes  No If so, what type? \_\_\_\_\_

Home Address: \_\_\_\_\_ How Long: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Available Fax: \_\_\_\_\_

Your Cell Phone: \_\_\_\_\_ Significant Other Cell Phone: \_\_\_\_\_

Current Employer: \_\_\_\_\_

How Long at Current Employer? \_\_\_\_\_ Work Phone: \_\_\_\_\_

Significant Other Employer: \_\_\_\_\_

How Long with Employer? \_\_\_\_\_ Work Phone: \_\_\_\_\_

Your Email: \_\_\_\_\_ Significant Other's Email Address: \_\_\_\_\_

In what order do you prefer to be contacted?

\_\_\_\_\_ Cell Phone \_\_\_\_\_ Text Message \_\_\_\_\_ Home Phone \_\_\_\_\_ Email \_\_\_\_\_ Social Networks

If Social Networks are included, which ones?

Facebook  MySpace  LinkedIn  Twitter  Other - \_\_\_\_\_

Would you like to be placed on my new listing - email alerting program?  Yes  No

### **Purchasing Experience:**

Are you currently working with any other REALTORS? \_\_\_\_\_

How long have you been looking for a home? \_\_\_\_\_

Have you seen anything you like? \_\_\_\_\_

What prevented you from purchasing? \_\_\_\_\_



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**Purchasing Experience: (continued)**

How many properties have you purchased during your life-time? \_\_\_\_\_

How many do you currently own? \_\_\_\_\_

What has been your experience working with REALTORS? \_\_\_\_\_

\_\_\_\_\_

What did you like? \_\_\_\_\_

\_\_\_\_\_

What did you dislike? \_\_\_\_\_

\_\_\_\_\_

Which days and times are you available to look at homes? \_\_\_\_\_

Of the decision makers who have a say in buying your new house, who will be doing most of the shopping? \_\_\_\_\_

\_\_\_\_\_

Which statement most applies to you:

- I want to see as many houses as possible, even if a few don't strictly fit the profile I've outlined.
- My time is limited. I want to be shown only those homes within my expressed price range, and that have all of the critical features I have outlined.
- I'm willing to "window shop" a little. Please provide me a list of homes that are up to \$\_\_\_\_\_ more expensive than the price range I've indicated.
- I only want to view the properties I send across from the Internet.

**Current Status:**

Do you own your own home or do you rent? \_\_\_\_\_

Do you need to sell your present home? \_\_\_\_\_

Is it currently listed? \_\_\_\_\_

How do you think the market is in your area? \_\_\_\_\_



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**Current Status: (continued)**

Do you have any other obstacles to overcome before you can purchase? \_\_\_\_\_

When do you want to move into your new home? \_\_\_\_\_

What areas do you want to look in? \_\_\_\_\_

Are there other areas other than here that you are planning to look at? If so, where? \_\_\_\_\_

About how much did you want to use as a down payment? \_\_\_\_\_

Does this amount include closing costs? \_\_\_\_\_

About how much a month did you want to use for your house payment? \_\_\_\_\_

Will that include Principle, Interest, Taxes & Insurance? \_\_\_\_\_

**Lifestyle:**

Will you be commuting to and from work? \_\_\_\_\_

What time will you be leaving? \_\_\_\_\_

Do you want or need to be within walking distance of:     Schools     Shopping     Public Transportation     Parks

How much time do you want to spend at home? \_\_\_\_\_

Do you enjoy yard work? \_\_\_\_\_

Are outside areas important to you? \_\_\_\_\_

Do you enjoy outdoor barbeques, patios, etc.? \_\_\_\_\_

Would you like a covered patio? \_\_\_\_\_

Do you entertain at home? \_\_\_\_\_ How Frequently? \_\_\_\_\_

What do you like most about your current home? \_\_\_\_\_

What do you want that is different? \_\_\_\_\_



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**Features:**

What type of home are you looking for?  Single-Family Home  Condo  Townhome  Investment

In which room do you spend most of your time? \_\_\_\_\_

What is the general size of home you would like (square feet)? \_\_\_\_\_

What condition would you like the house to be in?

Model Perfect  Needs "Cosmetic" Upgrading  Needs Minor Cleaning  Major Structural Fixer

**Kitchen**

Do you enjoy cooking?  Yes  No Special Requirements? \_\_\_\_\_

Is a large kitchen important to you or would you enjoy an efficient size? \_\_\_\_\_ Pantry? \_\_\_\_\_

Do you want a kitchen eating area? \_\_\_\_\_ Formal dining room? \_\_\_\_\_

What appliances do you need? \_\_\_\_\_

**Bathrooms**

How many do you prefer? \_\_\_\_\_ Do you prefer showers? \_\_\_\_\_ Tubs? \_\_\_\_\_

Dressing Area?  Makeup Area?  Walk-In Closet?  Built-In Storage?

**Master Bedroom**

Is the size of the master bedroom important? \_\_\_\_\_  Master Bath?  Dual Sinks?

Do you watch TV or listen to music in the master bedroom? \_\_\_\_\_

Read?  Exercise?  Sitting Area?  Fireplace?

**Other Bedrooms**

How many do you prefer? \_\_\_\_\_

Would you accept less if there were an office/den? \_\_\_\_\_

**Study Library**

Do you need one? \_\_\_\_\_ Special Requirements? \_\_\_\_\_

**Living Room**

Do you want a formal living room? \_\_\_\_\_ Fireplace? \_\_\_\_\_

**Family Room**

Does your family watch TV in the daytime? \_\_\_\_\_ Nights? \_\_\_\_\_ Do you watch Cable TV? \_\_\_\_\_

Do you eat in the family room while watching TV? \_\_\_\_\_

Listen To Music?  Read?  Entertain Friends?  Is There Need For A Fireplace?

**Features: (continued)****Garage**

Do you need an enclosed garage? \_\_\_\_\_ How many car bays? \_\_\_\_\_

 Attached?     Detached?     Carport?     RV/Boat?     Other Parking Needs? \_\_\_\_\_**Pool**Do you want a pool?     Full Size?     Lap Pool?     Heated?     Solar?     Pool/Spa Combo?**Spa**Do you want a spa?     Above Ground?     In Ground?     Solar?**Yard**

How big a yard would you like? \_\_\_\_\_ How much privacy? \_\_\_\_\_

Do you require sprinklers? \_\_\_\_\_  In Front Yard?     In Back Yard?     Automatic?Back Yard Fenced? \_\_\_\_\_  Front Fenced?     Chain Link?     Wood?**Age**

What age of home are you looking for? \_\_\_\_\_

**Style**

Is there any special architectural style you want? \_\_\_\_\_

**Roof**Would you like a:     Tile Roof?     Wood Roof?     Composition Roof?     Other? \_\_\_\_\_**Area** Corner Lot?     Cul-de-sac?     View?     Horses?     Rural?     Urban?     Suburban?**Homeowner's Association**

Are you willing to buy a home in an area subject to a Homeowner's Association? \_\_\_\_\_

How much are you willing to spend per month in addition to your mortgage payment? \_\_\_\_\_

What amenities would you like?     Pool?     Tennis?     RV Parking?     Clubhouse?     Exercise Room?**Extras**

Do you have any hobbies? \_\_\_\_\_

Do you require special rooms or facilities? \_\_\_\_\_

Do you want a laundry room? \_\_\_\_\_  Inside?     Garage OK?**Priorities**

Which of these features are absolute requirements? \_\_\_\_\_

Which would be nice but are not essential? \_\_\_\_\_

Which would be "extras"? \_\_\_\_\_



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## A Special Message For My Clients And Customers

Realty World has built its reputation and success on customer satisfaction. Integrity counts with us. If we promise to perform, you should expect us to keep that promise. To fulfill this commitment, we agree to perform the following services:

### To help you **FIND** a home we will:

- Counsel with you to discover your particular needs and priorities.
- Educate you about the home buying process and up-to-date market information.
- Recommend professional, experienced mortgage providers who will assist you in choosing a financial program best suited for your needs.
- Research the market and follow up on available homes that meet your needs.
- Communicate with you on a regular basis, return your phone calls and gather information as requested.

### To help you **CHOOSE** a home we will:

- Discuss the benefits and drawbacks of each home you are interested in.
- Advise you on property values.
- Be a reference source for you to help find area information.

### To help you **BUY** a home we will:

- Complete, present and negotiate your purchase agreement in a professional, skillful manner.
- Follow-up on your transaction during the processing stage.
- Coordinate communication between you and the other parties.
- Arrange possession of your new home and the fulfillment of seller's contractual obligations.

The Realty World Home Buying System is our personal and professional commitment to you *in writing* that we will be there until the job is done.

Agent Name: \_\_\_\_\_

REALTY WORLD — \_\_\_\_\_

Date: \_\_\_\_\_

**Attach  
Business Card  
Here**