

# WHY NEW CONSTRUCTION



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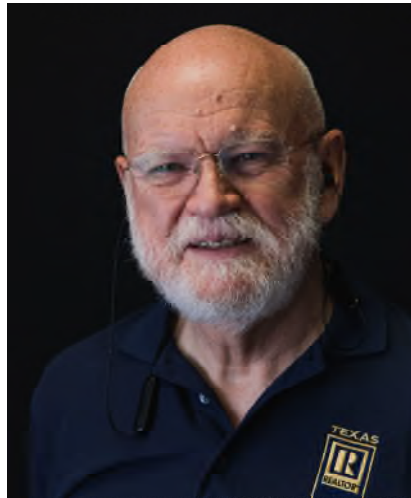
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## ■ Building Dreams, Not Just Houses

Hi, I'm Tom McKenna, a San Antonio REALTOR® with over 30 years of experience, —and I've got a deal that might just knock your boots off.

If you're buying new construction in the San Antonio area, you qualify for a **50% REALTOR® Rebate**—yes, really—**half of my commission goes right back to YOU at closing**. (Conditions apply — see eligibility details below.)

### Why work with me?

Well, I'm not just another friendly face with a lockbox key. I've worn a few hard hats in my day—as a REALTOR®, a custom home builder, a loan officer, and even a property developer. I know this business from the ground up (literally). I served on the REALTOR® Builder Committee for over a decade, so I've got serious credibility when it comes to navigating new construction. Whether you're eyeing a move-in-ready modern marvel or scouting the perfect lot to build from scratch, I'm here to make the process smooth, smart, and financially savvy.

### ■ Why New Construction?

- ✓ Insider builder knowledge
  
- ✓ Help to find the best lots and developments

✔ Expert negotiation and guidance—no guesswork

✔ Oh, and that sweet **50% rebate** to help furnish your dream home

■ **Important Note:** To qualify for the rebate and ensure I can represent you properly, we must sign a **Buyer Broker Agreement before** your first visit with the builder. We'll also go through the builder's **formal registration process together**—don't worry, I'll guide you every step of the way. This is key to locking in your representation and your rebate! Let's turn that "someday" into move-in day—and put some serious cash back in your pocket while we're at it.

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# Frequently Asked Questions

## ♦ What Is a Commission Rebate?

A commission rebate is a portion of the buyer's agent commission (paid by the builder/seller) that I give back to **you**, the buyer, at closing. It's legal in most states, including Texas, and fully compliant with real estate laws.

## ♦ How Can You Offer 50% Back?

When you work with me as your buyer's agent, I receive a commission, typically **2.5% to 3%** of the sale price, from the builder/seller. I rebate **50% of that commission** directly to you at closing. For example:

- On a \$300,000 home with a 3% commission:
  - Total buyer agent commission = \$9,000
  - Your rebate = **\$4,500** at closing



#### ♦ **How Do You Do It?**

I leverage technology, smart systems, and efficient workflows to reduce overhead so that I can pass the savings to you. This makes buying a home more affordable and gives you more financial flexibility.

#### ♦ **Why New Construction Only?**

New construction homes often have predictable pricing, minimal negotiation, and fewer variables, allowing me to streamline the process and pass significant savings back to you. This efficiency allows me to offer a 50% rebate while still delivering expert service throughout the transaction.

#### ♦ **What Can I Expect When Buying New Construction?**

Buying a new construction home is different from purchasing a resale property. Builders have their own contracts, timelines, and sales reps—but those reps work for the builder, not for you. That's where I come in—to protect your interests and guide you through the process.

#### ♦ **What Do You Handle On My behalf?**

✓ **Builder Registration:** I'll register you with the builder (this must be done at the first visit or online, depending on the builder's rules).

✓ **Community Research:** I'll help you compare communities, builders, floor plans, and lot options based on your needs and budget.

✓ **Design & Upgrade Support:** Need help staying on budget with upgrades? I'll help you make smart choices that add value without overspending.

✓ **Construction Updates & Inspections:** I'll help you stay informed during the build process, coordinate third-party inspections, and ensure you're on track to close. I highly recommend phase inspections.

✓ **Closing Day Prep:** From final walkthroughs to closing documents, I'll be there to ensure everything goes smoothly and that your rebate is properly applied.

## ♦ Important Notes on Eligibility

To ensure you qualify for the 50% rebate on new construction homes, please keep in mind:

- I must be your registered agent from the start — you cannot sign in with the builder or tour alone before I'm involved.
- The rebate must be disclosed and agreed upon in advance and included in your closing documents.
- **Lenders have restrictions;** work with your loan officer to apply the rebate to benefit you most, typically toward reducing closing costs. You may also be able to buy the interest rate down by 1% for the first year. This is something you will need to discuss with your lender.
- Rebate applies only to new construction properties. It does not apply to resale homes, off-market deals, or FSBOs.
- ♦ Let's Build Your Future—And Put Cash Back in Your Hands. Buying a brand-new home should feel exciting, not overwhelming. I'll make it simple, efficient, and rewarding—with expert guidance, full support, and a rebate that makes your home purchase even sweeter.

I'm here to make your new construction purchase smooth, smart, and financially rewarding. ■■■■

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# LENDER RULES

Lenders have specific rules and regulations regarding how much a seller can contribute to a buyer's closing costs, known as seller concessions. These rules are designed to ensure fair market practices and prevent buyers from being pressured into purchasing homes they can't truly afford.

Key Points:

**Maximum Contribution:**

Lenders typically limit seller contributions to a percentage of the purchase price.

**Loan Type:**

The maximum allowable contribution varies depending on the type of loan (e.g., conventional, FHA, VA).

**Down Payment:**

For conventional loans, the maximum contribution is often tied to the buyer's down payment percentage.

**Purpose:**

Seller contributions are typically allowed to cover closing costs, such as loan origination fees, appraisal fees, and prepaid expenses.

**Interested Party Contributions (IPCs):**

Seller-paid costs fall under a broader category of IPCs, which are contributions that incentivize a homebuyer to purchase a specific property, a REALTOR® rebate (or buyer's agent commission rebate) is generally considered an Interested Party Contribution (IPC).

Detailed Breakdown:

**Conventional Loans:** The maximum seller contribution for conventional loans is typically 3% of the purchase price if the down payment is less than 10%, 6% if it's between 10% and 25%, and 9% if it's 25% or more. For investment properties, the limit is often capped at 2%.

**FHA Loans:** FHA loans allow the seller to contribute up to 6% of the purchase price.

**VA Loans:** VA loans have a seller contribution limit of 4% of the purchase price

**USDA Loans:** USDA loans allow the seller to contribute up to 6% of the sales price towards the buyer's closing costs.

**Other Considerations:**

Lenders will only allow the seller's contribution to cover closing costs, not the down payment. The seller's contribution cannot exceed the actual closing costs. Some lenders may also have restrictions on how the seller's contribution can be used (e.g., paying off a buyer's debt to qualify for the loan).

**Example:**

Let's say a buyer is purchasing a home for \$200,000 with a conventional loan and a 20% down payment. If the closing costs are \$5,000, and the lender allows a 6% seller contribution, the seller could contribute up to \$12,000 (6% of \$200,000) towards the buyer's closing costs, but they would only be able to pay \$5,000, as that is the actual closing cost.

**Important Note:** These are general guidelines, and specific loan types or lender policies may have different limits. It's always best to consult with a lender and your real estate agent to understand the particular rules and regulations applicable to your transaction.

# Earn Up To **6%** Commission on Your Client's Dream Home



**UP TO **6%** COMMISSION!**

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**50/50**

# Pros and Cons

## ■ PROS of New Construction (San Antonio Style)

### 1. ■ Everything is Brand New

No ghostly plumbing issues from 1983. You're the first to use every square inch—like opening a fresh pack of tortillas. Ain't nobody else's salsa stains anywhere.

### 2. ■ Fewer Repairs + Home Warranty = Peace of Mind

Builders usually throw in a 1-2-10 warranty (1 year on workmanship, 2 years on systems, 10 years on structural). So if something goes wonky, you're not footing the bill. It's like having home insurance's cooler, more proactive cousin.

### 3. ■ Modern, Energy-Efficient Features

From smart thermostats to low-E windows, these homes are built for South Texas heat. That means lower CPS bills and fewer “Did we just get roasted alive?” moments in July.

### 4. ■ Customization Options

Buy early, and you can pick your countertops, paint colors, backsplash, and flooring — and make it yours—without having to swing a hammer (or pay a contractor who ghosted you twice already).

## 5. ■ Master-Planned Communities Galore

In places like Esperanza, Johnson Ranch, Meyer Ranch, Vintage Oaks, Homestead, Horizon Pointe, Alamo Ranch, Valley Ranch, or Cibolo Canyons, you'll find resort-style amenities—lazy rivers, pools, splash pads, clubhouses, and walking trails. It's like living in a community vacation spot... except your bed is way comfier.

## 6. ■ Builder Incentives

Builders often offer closing cost help, design center credits, or interest rate buydowns through preferred lenders. Especially during those hot summer sales events—they'll throw in the kitchen sink (sometimes literally).

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## ■ CONS of New Construction

### 1. ■ Higher Upfront Cost

Yeah, that "Starting from the \$280s!" sign? That's for the model without the upgraded countertops, floors, lighting, or, ya know, actual doorknobs. Add all the upgrades and suddenly you're in the mid-\$300s. Don't lose heart, builders are buying the interest rate down, so that you can end up with an affordable monthly payment.

### 2. ■ Timeline Delays

You think it's done... then it rains for a week straight, or they "accidentally" ordered the wrong cabinets. Ask anyone building in Far West San Antonio—patience is part of the process.

### 3. ■ Smaller Lots, Less Character

Many new homes, especially in high-demand areas like Stone Oak or Helotes, have

tighter lots. And if you're a fan of vintage charm? These homes are more “clean and modern” than “quaint and cozy.”

#### 4. ■ Location Trade-Offs

New builds tend to pop up on the outskirts—Castroville, Bulverde, Seguin—where land is cheaper. That can mean more traffic or longer drives to downtown, Fiesta events, or your favorite taco truck.

#### 5. ■ Less Room for Negotiation

Builders are like the Chick-fil-A of real estate: polite, polished, and firm on pricing. Don't expect them to take 20K off the top. But hey, you might snag some cool upgrades or help with closing costs.

**50% Realtor Rebate**  
**TexasPremierRebate.com**

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