

Objection HANDLER



MORGAN SCHNABL



Objection Handler E-Book

Within this E-Book, you'll find responses to Buyer & Seller common questions, fears, and objections. Imagine being EXCITED to answer Buyer & Seller questions, because you're SO confident in what you're doing and the value you provide. Never feel unprepared again with these ready to go responses that build your Verbal Muscle Memory!

Intro to Buyer Agency

What is Buyer Agency?

In the state of Wisconsin, all licensees work for the seller, unless otherwise specified. This means I am on the seller's side, working on their best behalf, until we have an Agreement in place which allows me to work for you – I am then able to give you my opinion, negotiate for you, offer advice, and essentially, sit on your side of the table. Let's get started!

Why do I need a Buyer Agent?

In this market, you need a savvy agent on your side more than ever. Our team is still getting accepted offers, even with all the news surrounding us saying it is impossible. It's because we are dedicated to setting you apart – we take the time to learn about the seller and what is important to them, we get to know the agent on the other side, and we set your offers apart by adding terms in that will help you get an accepted offer; we will go through those together. In this market, it isn't just about price. It's about terms.

Can't I just get a better deal without a Buyer Agent?

Quite the opposite. We see so many buyers get taken advantage of, not just during the initial negotiation, but negotiation through contingencies such as inspection, financing, and appraisal. I'm here to protect you and your money; my goal is to get you the home of your dreams, without wasting money. Think of me as your guardian through this process; no one is taking advantage of our buyers. We are on your side through the entire process.

What if I want to work with someone else?

It's always better to have someone devoted to your best interest; the longer we work together, the more I get to know you and what you are looking for & what is important to you. However, you're never required to work with me forever; if we are both finding it is not a good fit, I'm happy to end the contract; I really want what is best for you and your family. I do think I will do a great job representing your best interests though!

What happens if I don't find a house? Do I owe you a commission?

Great question! Obviously, our goal is to find you a home. However, in the event we are not able to pinpoint what you're looking for and the house just doesn't happen, you do not owe me anything. I work on commission, meaning I am paid when I find you a home, and typically by the seller. If you don't find anything, you don't owe me anything. I don't think that will happen though; let's get hunting!

Buyer Agency Contract

How do you get paid?

Great question! Per the contract, you as the buyer do pay me my commission rate. However, the contract also says that if the seller or the seller's agent offers to pay my fees, your fees would be reduced by that amount. Often times, the fees I charge equal what they are offering, leaving with you with either very minimal or no cost at all!

If I make an offer on a home and end up not buying it, but buy it with another agent, how does that work?

Another great question! Obviously, I hope that my services really shine and that you never need to look elsewhere, but in the event you do - the Buyer Agency Agreement has a section called "Protected Properties" - this means that we are both protected under this agreement for a term of 1 year after this agreement ends.

I always thought having a buyer agent was free. Another agent won't charge me so I am going to go with them.

I hear you but please let me explain the process to you because in fact, buyer's agents have never been free. Historically, there have been agreements in place through the MLS that listing firms offer a portion of their compensation to the agent who brings the buyer as a "thank you" of sorts. That agreement has ended. Now, a seller can decide if they want to pay a higher commission so that the listing agent can put a % towards a buyer agent's commission - it definitely helps a buyer like you who is shopping and working to find the best price and home. I can assure you that we will work together to find the best home for you at the best price.

There are many ways we can negotiate commission and every home will be different and offer something different. Some will offer compensation to pay for my services, and some won't. For those who won't, we can negotiate in different ways such as a higher price and seller credit. I've worked with many buyers and I know that with my representation and commitment to you, I will ensure you get a great home at a price you can afford. Buyer representation is worth it and in the end, I will help you navigate many contingencies and roadblocks that you do not want to navigate alone or with an inexperienced agent. I assure you I will provide valuable services that will save you money in the long run. It matters who you choose.

What happens if I choose to purchase an off market / For Sale By Owner Property? Who pays you and how do we handle that?

I love that you asked this! So, if you find a FSBO that you love, please let me know right away. I will make first contact with the seller & set up a time for you to see the home right away. I will also discuss with the seller the transaction process & how we will go about it (if they have an attorney I should work through / etc). In addition, if we write an offer and it gets accepted, there is an opportunity for us to negotiate the seller paying my commission fees. Typically, a FSBO is priced much lower than market value since there isn't a professional marketing the listing & the seller feels they are "saving" money on commission, so you still could be coming out 5-7% ahead in purchase price; sometimes you still save money by covering my fees and having me handle the transaction for you by negotiating for you and overseeing the transaction. We will approach it property by property & address each situation individually based on the home, the seller, the price, and terms.

I don't want to sign a contract with you. I just met you! Can't I just see the house? There are other agents who will show me without this contract.

I understand what you are saying. Here's the thing. You are not signing a contract stating you will work with me or promising anything. We can go over that more in depth when we discuss buyer agency. This is truly a disclosure that shows you your rights and actually will help you learn about different agency relationships offered and the duties owed to you in each situation. It's a really informative document that prepares you for the purchase process. You're not committing to anything, just acknowledging that you have read it. I'm going to send it to you prior to our showing & if you choose not to sign it, that is your choice. I will see you at XX date/time.

The Buyer Consult

Why do I have to show you a Preapproval? Can't we just get started now? I'll get a preapproval later.

Actually, this is a very important step and we will want to begin the process now. Here is why: it would be irresponsible of me to begin taking you on showings & have you potentially fall in love with a home, only to be told you cannot have it. That would be unfair to you. It is important that I set you up for success - and, it's a whole lot more fun to shop for homes when you can afford them! Some homes may also require us to show your preapproval to book the showing as well, so let's do the right thing and get your process going. I will connect you with my local preferred lender.

I'm stressed & scared about this process! I don't know if I'm ready.

What you're feeling is totally normal! I'd be surprised if you weren't taking this seriously. Here's the thing: I do this all the time and I am here to work on your behalf & in your best interest. You may only get to do this a few times in your life so it is very important to me that I make this as fun and stress free for you as possible. My job is to get you into a home that suits your needs & also for you to learn & enjoy yourself along the way! I take this seriously and I will not steer you wrong. In fact, my goal is that the only thing you're worried about is what paint colors to pick out! I'll guide you along the way & educate you. This Buyer Consult is also a chance for us, while we have plenty of time, to go over any questions you have so you are armed with all the knowledge and information you need to buy a home & have some fun along the way! I'm so excited to guide you in this process!

What type of Contingencies will be in the offer to purchase?

Great question! So, a contingency is essentially you saying "I will buy the home if..." Or "I won't buy the home if..." - I'm not an attorney, but generally, we negotiate contingencies as they come & I'll manage the dates & deadlines for you. The most common contingencies are: Inspection - there is no pass/fail - we are typically looking for major defects & safety issues. Think of this as a report of the current state of the home - smaller items may become a good to do list for you to tackle while you own the home! We may negotiate financially or ask for certain fixes depending on what comes up. We may also call in some experts (like an electrician or plumber) to give us better more specific information on something - inspectors know a little bit about everything so we often call in more specialized trades if something needs another look - which is totally normal!

**What if I call the listing agent when I see a great house I want to see?
Can't they just show it to me?**

Think of me as your advocate; I will make first contact on any home you want to purchase whether it is listed or For Sale By Owner. This way I can set you up for success & get your best foot forward initially. If you visit an Open House, make sure to write my name down as your agent - this makes sure they don't blow up your phone & so they know who to contact with updates/questions!

What if we change our mind about the house we are buying?

This depends on the reason you want to walk away; every transaction is different and the contingencies are there to protect you. It is much more black & white if we are negotiating on contingencies, if you simply change your mind though, there may be further issues & I may need to refer you to an attorney. It just comes down to - if you make an offer on a home & it gets accepted, you're in a legally binding contract to buy the home. I want to make sure you love & are serious about any home you're making offers on.

Communication & Managing Expectations (Buyer Side)

We really want a formal dining room.

Mr./Ms. Buyer, remember at our first meeting when we talked about there being no such thing as a 100 percent house? (Refer to the Five Must-Haves sheet.) We identified _____ as being the five must-haves in your new home. Has a formal dining room taken precedence over one of these items? If so, which one? (If yes, you will need to begin a new search.)

We don't like the carpet/paint color/landscaping.

I hear what you're saying and this home does offer you a chance to add your own personal touches. Would it be better for you to pay a higher price for the seller to make the changes or just re-do this one thing yourself to meet your specific needs? Great!

I want a great deal

Tell me, what is a great deal to you?

Is the priority to get something that is just a low price, or are you more interested in finding the home that best suits your needs?

If the home is exactly what you want, what is the most you would be willing to pay for it?

If we write low offers, you may lose the property you love; let's do the right thing and write the offer at a price that will cause the home to sell.

Do you know what is happening in the market today? Most properties are being sold over asking price with multiple bids.

I want to see more homes

Do you want to see more homes because you don't like this one, or because you want to be certain?

When you think this through, I know you will realize that this home has everything we have been looking for and it is in the price range that you can afford; this is what the market has to offer right now.

This home is great - I just want to see a few more homes.

I completely understand what you are saying and want you to make the right decision when choosing a home. When looking at your 5 Must Haves, this home has everything on it. What would you change about this home?

Great. In this market, we need to move quickly. Are you OK with the possibility of someone else offering on this home & losing out on it?

I'm not sure what to offer. What would you offer?

At what price would you be comfortable not getting the home? For example, the list price is \$299 – Would you be OK if someone else got the home for \$315,000? \$325,000? If yes, then we have our offer price.

Keep in mind, every thousand dollars you increase, is \$4-5 on your mortgage payment; do you want to lose this home over \$25?

Additionally, we have the appraisal contingency to protect you! You could offer \$1M on a home, but if there is an appraisal contingency, you're essentially purchasing the home for what it appraises for, but you have the benefit of not going up in price, if it appraises higher!

I don't like the paint color / This home is too "old" looking

Great! What that means is you've got a blank canvas here, to change the cosmetic items in the home that you would like. Paint is one of the most economical options for changing a home. Remember, there are only a few things in a home you CANNOT change – Location, Lot Size, and Market – other than that, you can make changes to the inside of the home. Let's picture this home empty – how do you feel now?

This is a great reason when we list your home, we are going to declutter and stage – it is very difficult to see past a sellers' life in the home – we want to picture YOUR new life in the home!

I don't know what house I want!

Well, here is what we will do. We will see Home # 1, and you will fill out the Home Tour Checklist. When we see Home # 2, I will ask you to eliminate one home. Now, you only have one home as an option. When we see Home # 3, I will ask you to eliminate one between your first choice and the next home. We will continue this on all of our showings until you find the perfect home!

Transaction Management (AO & Post Closing)

Phone Call to Buyer: (always wait until you have contract in hand)

Hello (buyer)! I have some amazing news. The seller has accepted your offer!!!! I have the contract in hand and will send it over to you. Now, I want you to go celebrate & enjoy the excitement - I've got the rest for now. I'll manage the entire transaction & work through each contingency one step at a time so you don't need to worry about a thing; just follow my lead & we will take it one step at a time. Watch for an email from me by end of day with next steps; the 2 main things you need to focus on right now is getting your Earnest Money in and scheduling your inspection. The instructions will be in the email; don't worry about that this moment - go enjoy. I am SO excited for you!

Phone Call to Seller: (always wait until you have contract in hand)

Hello (seller)! I have some amazing news. We officially have an Accepted Offer!! I have the contract in hand and will send it over to you. Now, I want you to go celebrate & enjoy the excitement of your home sale- I've got the rest for now. I'll manage the entire transaction & work through each contingency one step at a time so you don't need to worry about a thing; just follow my lead & we will take it one step at a time. Watch for an email from me by end of day with next steps; The amazing part is - as a seller, it's the buyer who needs to do their due diligence so have the most items on their checklist - I'll confirm once we receive Earnest Money and I'll get Title Rolling. Nothing is needed from you at this time - just go enjoy! I am SO excited for you!

Phone Call to Buyer Agents who's offers were NOT accepted

Hello (agent name),

Thank you so much for the great offer. I'm calling to let you know that the seller did go with another offer. I want you to know you did write a really nice offer and the seller is so grateful, thank you. I really enjoyed talking with you and I hope to work with you on another transaction in the future. I wish you and the buyers the best!

Weekly Check In & Asking for Referral

Hello, me again! I'm going to miss talking to you every week when this is over! Hey, I just want to check in and give you the update - here's what's happening right now.

Also - as we wrap this up the next few weeks, I do have one ask. My business is truly based off referrals and you've been SUCH an amazing client to work with; whoever you know (coworkers, friends, family) who's thinking of buying or selling - I'd LOVE to be introduced to them - my ultimate goal is by your closing date to find someone just like you to work with again! In theory - replace yourselves!

Seller - "I feel like the Buyer has asked for SO MUCH - I am so tired of this!"

I completely understand. As a seller, it can be challenging and it can feel like you're just giving & giving to the buyer. I get it. However, we do have a great buyer who loves your home & I truly think we can find common ground here & meet in the middle. My ultimate goal is that you feel great about the transaction & we get to a smooth & successful closing - you want to sell your home so (insert their motivation) - and I want to make that happen for you. I understand you're not happy right now but this is very short term; what can we offer that will make you feel good in this negotiation?

Buyer - "This seller doesn't care about us - they're unwilling to do anything we ask during inspection. I'm ready to throw in the towel!"

I completely understand and I hear you. You're taking on so much right now. I always try to see things from both perspectives so we can end up at a happy middle place. This is hard for the seller too; they're selling their home and are feeling the same way we are. I know we've not asked for a whole lot - I am going to fight for your best interests and make sure that when we get to the closing table you feel supported and heard; what can we negotiate that will feel good for you?

What do you want to ask for, that if not remedied, would you be willing to walk away from? For example - "take it or leave it" type negotiation - what would make you want to continue to move forward in this transaction? What wouldn't? If I know that, I can use it and we can ask for a bit more - but I'll know what you're willing to take and what you're willing to not take - and that will help me push for the best outcome for you.

Sellers/Listing

Commission/Cobroke Commission

I don't want to pay for a buyer's representation

I completely understand that. I do want to share the benefits of doing so - many first time buyers do not have the money to spend on a buyer's agent - you yourself may have taken advantage of that system when you purchased this home. By offering to pay for their agent's compensation, you greatly increase your pool of buyers by showing you will pay for their agent's compensation. We also increase our chances of a higher price on the home because you're getting more buyers and agents/buyers will be factoring this in. We can also price the home 3% higher to compensate for this.

I won't be paying buyer's compensation. If buyer's can't afford their agent's commission then they shouldn't be buying my house.

I completely understand. Just so you know, this could decrease our buyer pool because not every buyer has the money to put towards representation but still deserve and want it. We can list without it, but please know, it is a negotiation. It is very possible we receive offers asking for it, and we can negotiate a higher price because of it. Nothing is set in stone until we receive an offer to purchase.

Why do I need a real estate agent in this seller's market?

You absolutely need a real estate agent in this market! Do you plan to be present for showings (there could be dozens by the way), organize & schedule those showings, professionally market your home, stage your home, put a dinky sign in your yard, shuffle through multiple offers, negotiate strategically to get the most money out of

your home, communicate back and forth with agents, navigate through the inspection contingency (or, negotiate terms of an inspection to best protect yourself), the financing contingency - the appraisal? I didn't think so, let's do the right thing and list your home professionally.

6% seems high - another agent is offering 4%

Well that is interesting. Can I explain how commission works? Great. First, we split it with the buyer agent - so in that scenario, it seems that other agent is cutting the pay of the buyer agent - good luck getting them to show your house. The alternative is that they just took a huge pay cut. If they're that open to cutting their own pay & taking food of their table, how are they going to negotiate when they're protecting YOUR best interest? Yeah, I thought so too. We are a full service firm and you get what you pay for. I have the MOST incentive to sell your home for top dollar. In addition, our firm is averaging 15-20% more in sale price, so I will more than pay for myself.

I'd like to list at a higher price & drop the price right away if we don't get activity.

Can I explain why that is not what works? Great - in this market, homes are selling consistently over list price. What that means, is the way buyer agents practice has changed; if they have a buyer who wants to write an offer below list price, they won't typically do it, or explain to them why they shouldn't. If a buyer has a max price of \$250, their agent is showing them \$225. So, if your home is overpriced, people will not even see it, and they sure won't write an offer below list price. We could hire a circus in front of your house every day, and even if over-priced, it will not get activity. Let's price your home correctly for the market, and watch the activity!

OR

I work for you - if you want to price at \$XX, we can test it out - however, I am going to have you sign an Amendment right now for 10 days after the listing changing the price to \$XX like we talked about; this way we react quickly & no one asks "what's wrong with this home" - and I don't have to bother you later & we can just adjust quickly to make sure we maximize your listing.

My sister's friend has her license - I'm going to go with her.

I completely understand the family thing; can I explain why it's so important to go with an experienced agent in this market? Great - the market has changed from even 18 months ago, and if you have someone practicing who isn't up to date on current conditions, you're putting yourself at a disadvantage. We have to be as savvy as ever, and are constantly practicing our craft, learning, growing, and navigating this market. You need an agent who knows how to handle this very tricky market. Let's do the right thing and get listed.

My neighbor sold for \$50,000 more than that! My house is worth \$XX.

I hear what you are saying. Your neighbor's house had a remodeled kitchen and a finished rec room; does your home have these things? We need to price for the home you have in this neighborhood - Here is a comparable listing to yours (show a comparable listing with similar finishes) - they listed for \$249 and sold for \$265 - it was priced correctly. We need to price for the home you have, in order to get top dollar. We don't want to price you out of the market.

I'm worried about listing in winter. Let's wait until Spring.

Can I explain why winter is actually a great time to sell? Great. In the winter, you eliminate all your "tire kickers" and "lookie loos" - the people out there NEED to buy and are serious. 2 solid offers are better than 20 mediocre offers! I know you need to be in Phoenix by March, and this is the way to do it. Do you want to sell your house to serious buyers? Great! Let's get started.

I don't want to enter this crazy market, I think I will hold off.

I hear you and completely understand what you're saying. The good news, is by having a full service agent, you don't need to "feel" the crazy at all. I will present all communication in a simple, neat, way - and ensure that you see offers all at once, in an organized fashion. Do you want to sell your house for top dollar? Great, then this market will bring you more profit from your home than you've ever seen. Hey, go enjoy a weekend away and I will deal with the crazy here - when you come back, we will review feedback and any potential offers.

I don't want to stage, houses with less are selling for more - it's fine! Also, my house is nice! I painted the kitchen myself.

Can I explain the difference between staging and interior design? Great. First - interior design is bringing out YOUR style - and you do have great style. Staging though, is neutralizing a home, which is typically not how any of us decorate or design. We want it to look - well, HGTV! Stagers always have the most recent, trendy pieces, and strategically place items to showcase your home's best features. Every home benefits from staging! And, you see these homes on our Comparables that got top dollar? Well, it's because they look better

than the rest. Would you invest 1-2% in your home to get 20% back - of course you would! Let's do the right thing and get the stager in here!

“Why would I pay for furniture I don't get to keep? Just send me what I should buy and I'll buy it”

I completely understand that it sounds a bit unorthodox - but here's the thing. A stager is going to have what is on trend up to today - most people don't have the trendiest furniture/artwork at all times - they do. In addition, whatever we put into this home will be unique to this layout & design - it may not work in your new home. You are welcome to hire an interior designer instead, and they will spend the time looking at your space, put together what they think will go well as far as artwork, knick knacks, furniture, and colors, and you'll pay them a flat fee & then can order the items - you will also need to think about coordination, assembly, and organizing the items- I'd set aside a few days for this.

We pay stagers because they are full service and they are experts who are able to depersonalize your home & turn it into a product that will increase your chances of selling for top dollar.

We want to take this from being your home to showing someone else how it could be their home - that is what stagers are experts at doing. The way they study your space, organize, coordinate, install, and de-install is worth its weight in gold - it will cost you approx 1% and historically our clients net 8-10% more - isn't that a great investment?

“I don’t think this is worth it”

Our clients typically invest 1% into staging and net 8-10% more because of it. It helps buyers visualize the home in its peak condition, using the most on trend decor that they’re seeing on HGTV and in magazines – you and I can’t do that & aren’t experts in that arena – this is why we bring experts in who can help us showcase the best features of your home!

“I’m going to sell For Sale By Owner”

I like to think of For Sale By Owner VS Selling on the Market with a Dedicated Agent similar to a Garage Sale VS Retail Store example. When people brag about buying a home off market – it’s the same way we brag about finding a treasure at a flea market or garage sale – it’s always about the “good deal” and “how much money was saved for something worth a lot more” – It’s all fun and games when we are the buyer getting the good deal & getting away with highway robbery, BUT as a seller, do you want to be the one giving the “good deal?” Do you want people bragging about what a “good deal” they got on your home? Or do you want people paying top dollar? By investing in making the home look show ready, we are turning into a product and marketing it effectively, which greatly increases their chances of 499.

“I have a lot of time, why would I pay you”

There is so much that goes into a real estate transaction – so much so, that you may never know about it! Often times, there are disagreements, things that go wrong, deadlines, etc – and you never hear about them – we want you to not have to think about the transaction at all and that is a part of our value! We like to think of a transaction as a field we are crossing, our job is to ensure you don’t

step on any landmines – so much can happen & it's our job to fight the fights for you and get you to a successful closing. In addition, the highest offer is not always the best offer. Terms, contingencies, dates, even the candor of the other agent – these all matter. I'm an expert in negotiating and I will take this all off your plate.

If you are an expert in the contract, have the time to get your home show ready, coordinate showings, negotiate back and forth with agents, answer questions, hold open houses, coordinate the marketing & photography – and that is all just to get the listing prepared, that doesn't include navigating the transaction, dates, deadlines, and contingencies – then I absolutely encourage you to sell for sale by owner – keep in mind you may need to pay an attorney who you will pay by the hour, whether you get to closing or not – and they won't handle any marketing/showing/coordination for you – just the contract. I can handle all of the things I just mentioned and you only pay me when it closes.

Seller's Market

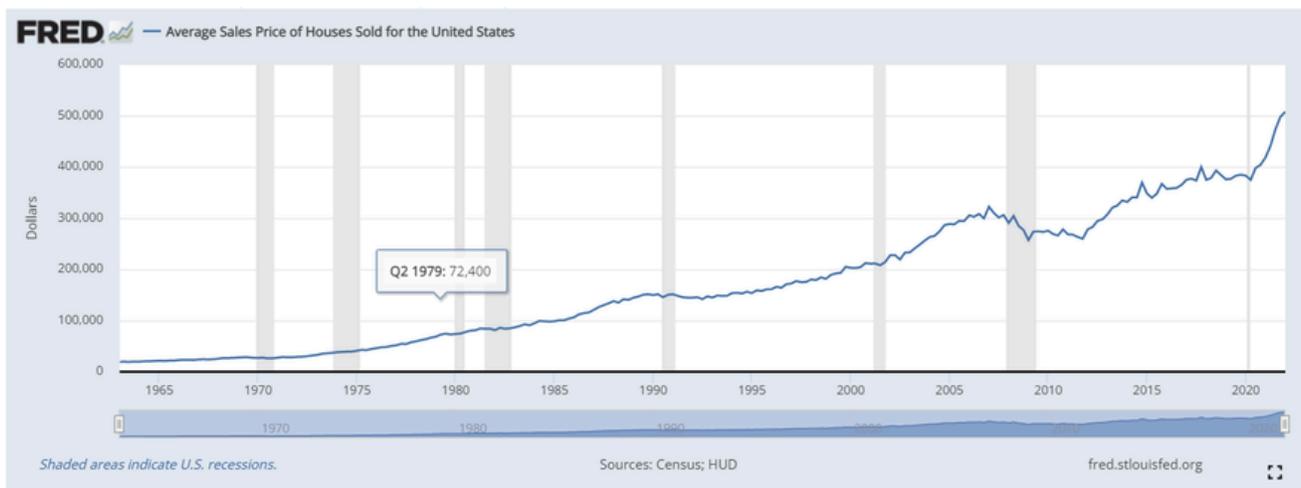
Key Points:

NO SURPRISES – This market can be stressful & cause anxiety if not managed properly. It can either be a blast for the buyer, or a complete nightmare – their experience is YOUR RESPONSIBILITY.

MANAGE EXPECTATIONS – Tell the buyer's what's up. Why does inventory seem low? Why are prices "higher?" Why does the news say there's "no end in sight?" How are interest rates affecting the price of homes? Why are sellers "locked" in their houses? What types of creative things can they do to make an offer stronger? Why does having the right agent make a difference?

“I am going to sit this out and wait for the market to slow down.”

That is not in your best interest, and here is why. Historically, the market goes up – here is an example of a graph of housing prices from 1900 until now. If you’ll notice, the graph goes up & never has gone backwards. While we cannot predict the future, we can tell you what history shows. Warren Buffet says – the best time to invest was 20 years ago, the second best time is today. I know it sounds scary, but that is why I am here – to guide & be by your side every step of the way. I am here for you.



“Prices are too high, I can’t afford this market.”

Here’s the thing, there may be a dip, but you cannot time the market. It is impossible; if it was, we all would’ve bought 20 houses in 2009 instead of many who sold their homes. If I can’t predict the market, you can’t either. But what I can tell you is that rates will always go up & down. You are not stuck in your interest rate forever. And they may still increase. If you lock in now, we will refinance you the moment rates go back down – Some people in the eighties had a 19% interest rate and would have killed for 6% – so let’s get you locked in and we will re-adjust when the market goes down. The good news is that you’re locked in if they go up!

“This is hopeless, I will never find a house.”

That is simply not the case. You will find a house, and I am here to help you. There are a lot of homes out there and I can assure you, I see people get disappointed all the time and end up with their home. We just need to be diligent, look every day, stay in communication, and we will find your home. It is out there and I promise, when you know, you'll know. The good news is more homes hit the market every day - so let's work together & continue searching, looking, and re-evaluating what you love & don't love about each home until we nail it!

“I am going to wait until interest rates go back down”

Here's the thing. We never know when that will be, and never will. Rates could skyrocket tomorrow. The cool thing is you're going to be in a 15 or 30 year FIXED RATE - that means you are protected & locked in no matter what the market does. But here is the best part, while you don't have to ride the wave of rates going up with your locked rate, you CAN make them go down. We will keep an eye on rates & refinance you the moment rates go back down - it's sort of like having your cake and eating it too....seems too good to be true, but it's not. Let's lock you in now & watch everyone else take on higher rates! If they go up, you're in great shape. If they go down, you get to take advantage of that too!

“I should have bought last year, this is so frustrating.”

That's the thing, we all wish we would've bought 2 houses last year instead of 1 - or 4 instead of 2. We will never know what the market is going to do, but what we can do is continue to study the market

(which is what I am here for) and strategically set you up for success in any market. There is nothing we can do to undo the past, or go back in time & have you buy a house. However, what we can do is find you a house now so you're not saying the same thing next year.

“I’m going to just go straight to the listing agent, I will have a better chance that way.”

That is one of the worst things you can do, can I explain why that could hurt you? The listing agent by law works for the seller - not the buyer. What that means is that there are certain duties they don't owe to you, which means that they are working to get the seller the most money, not help you negotiate and protect your best interests. It's not just about price - do you know how to negotiate the terms & contingencies of 14 pages worth of an offer? That is what I am here for - to defend, protect, and preserve your best interests. I can work directly with the agent to get this done & protect you in the meantime. The seller is paying the commission anyway, so let's ensure you're protected - by the way, seller is paying my commission too. The listing agent makes double the commission & has way more incentive just to have the transaction closed - as opposed to working with an agent who is more concerned about your protection.

“I am going to go find an off market house & work with the seller. This market is nuts.”

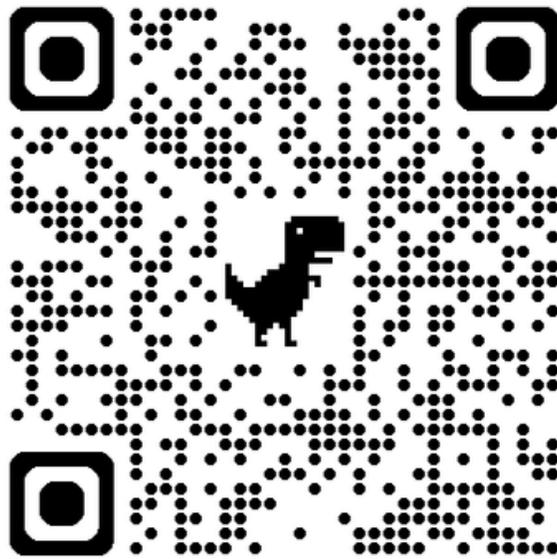
That is a scary idea for your best interests. Do you want to know why? When no agent is involved, emotions run high, and you have 2 parties who are not studying contracts & the market all day every day, like agents do. We are licensed & take continuing education to stay on

top of the newest laws & how to protect you in any market - even if you have bought & sold many times, you're not an expert. I've had my oil changed hundreds of times - that doesn't mean I know how to do it myself. With that, agents keep things on track - think of it like a woody trail - we keep you on the clear, paved path - without an agent, you will absolutely end up in the bushes, with thickets & burrs. Let's keep you on the smooth path to closing by working together & protecting your best interests.

Open Houses

Hi, I am just looking.

I totally understand; and it's SO fun to do! You are welcome to walk around and please take your time. I will be right here and you will know where to find me. I am going to hand you this packet of local neighborhood comparable homes; if you love this home, you might just love one of these too. My information is on the packet; I am available later today to show you any of these if you would like. My expertise is representing buyers and their best interests - and one last tip - did you know that listing agents are required to represent a seller's best interest? It's a fiduciary agreement so it's their job to get the best price & terms for the seller - I am not the listing agent of this home and would be happy to help you in this process as there are a lot of aspects to consider when purchasing the biggest asset you'll ever buy. Please enjoy the home and I'll be here if you need anything.



For more tips like this, check out
the Key to Real Estate Success
ONLINE COURSE!