

# BUYER'S GUIDE

## NEGOTIATION STRATEGIES

HOW TO GET THE BEST DEAL ON YOUR DREAM HOME

## HOMEOWNERSHIP ROADMAP

YOUR STEP BY STEP GUIDE FROM START TO FINISH

## INSIDER'S INSIGHTS

NAVIGATING TODAY'S MARKET AND WHAT TO EXPECT

**SANDERS**  
REAL ESTATE

# TYPES OF AGENCY RELATIONSHIPS



## BUYER REPRESENTATION

The buyer's broker represents the buyer exclusively in the purchase of a property. The buyer's broker will attempt to negotiate for the seller to pay the buyer's broker commission.

Protects the interest of the buyer.



## SELLER REPRESENTATION

The seller's broker represents the seller exclusively in the sale of property, and is obligated to share with the seller any information that the buyer provides to them to help make informed decisions.

Protects the interest of the seller.



## DUAL AGENCY

The broker represents both the buyer and the seller in the transaction. The agent has a duty to keep the confidences of each side during negotiations and remain neutral.

Duty to protect both buyer and seller.



# VIP BUYER PROGRAM





# BENEFITS OF BUYING A HOME



There are substantial tax benefits to owning a home.



Homes typically appreciate in value.



Build equity through appreciation and paying down your mortgage.



Owners build borrowing power for emergencies or big ticket items.



Owning a home is the best way to build long-term wealth.

# BUY NOW **VS** WAITING

## IT DOESN'T PAY TO WAIT



### Buy Now

HIGHER RATES  
REFINANCE LATER  
LOWER PRICE

#### 30 YEAR MORTGAGE

INTEREST RATE: 6.5%  
PURCHASE PRICE: \$500,000

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\$25,000 DOWN PAYMENT  
\$3,000 X 12 MONTHS

---

REFINANCE AT 5.5%  
\$2,667 X 360 MONTHS

---

\$1,021,120



### Buy Later

LOWER RATES  
HIGHER PRICE

#### 30 YEAR MORTGAGE

INTEREST RATE: 5.5%  
PURCHASE PRICE: \$561,800  
(6% APPRECIATION PER YEAR)

---

\$28,090 DOWN PAYMENT  
\$3,030 X 360 MONTHS

---

\$1,118,890

2 YEARS COULD COST YOU  
**\$97,770**

# ROAD TO BUYING

## STEP01

Meet with Your Realtor®

Home Buyer Consultation:

- Home Wish List
- Market Updates
- Discuss Financing Options
- Pre-approval



Search and  
View Properties  
Together



## STEP02

Tour Home

## STEP04

Due Diligence

- Property Disclosures
- Earnest Money
- Inspections + Surveys



Make Offer and  
Negotiate Terms



## STEP03

Get Under Contract

## STEP05

Financing with Lender

- Appraisal
- Underwriting
- Insurance
- Lock in Interest Rate



## STEP08

Own Your Home!



## STEP06

Final Walk Through

Make sure the home is in the agreed upon condition and any repairs or updates included in the negotiations have been completed.



Sign final paper work with a closing attorney.



## STEP07

Closing



# HOME BUYING PROCESS

**Congratulations! You are taking your first steps towards buying a home! Buying a home is a big milestone in life and it can be a fantastic investment for your future. Here is a breakdown of what to expect when buying a home.**

01

## PRE-APPROVAL

You will need to meet with a lender to get pre-approved for a home loan, which is the first and most important step. Pre-approval ensures you know your budget and can submit a strong offer with a pre-approval letter, as most sellers require one. If you haven't been pre-approved yet, we can connect you with our preferred lender.

02

## HOME SEARCH

I will set up listing alerts for you so that you can browse through the different homes on the market. If you ever want to update your criteria at any point, let me know and we can adjust your search settings (i.e. if you prefer a 2 car garage, primary on the main, etc).

03

## THE OFFER

Once you find a home you love, it's crucial to make an offer quickly, as others may be interested too. As the saying goes, "If you sleep on it, you might not sleep in it." I'll guide you through the process to help you secure your dream home.

04

## OFFER ACCEPTANCE

Once the seller accepts your offer, the contract becomes "Binding," meaning the home is under contract and no longer open to other offers. Within a few days, you'll need to submit your earnest money deposit, typically 1% of the purchase price, though this is negotiable.

05

## DUE DILIGENCE

The due diligence period, usually 7-10 days, allows you to terminate the contract for any reason and get a refund of your earnest money. During this time, hire professionals to inspect the property. If major issues are found, you can renegotiate with the seller or terminate the contract.

06

## APPRAISAL

Your lender will order an appraisal, costing around \$500-\$600, which you pay upfront. The appraiser will assess the home's market value. If the appraisal is below the offer amount, we will attempt to renegotiate with the seller.

07

## CLOSING

After completing the offer, inspection, and appraisal, you are ready to close, typically 30-45 days after your initial offer. You'll receive a closing disclosure at least 3 days before closing, detailing the amounts due; read it thoroughly. Bring your driver's license, checkbook for incidentals, and wire money owed to the attorney's office at least 24 hours before closing.

**Please feel free to reach out to me if you have any questions! And congratulations on taking your first steps towards becoming a home owner!**



## DUE DILIGENCE PERIOD

The due diligence period in Georgia is a negotiable time frame between the buyer and seller that typically occurs after a contract becomes binding. It gives the buyer a timeframe to perform all inspections of the property and allows the buyer a window of time wherein they can typically terminate the contract for any reason and receive a full refund of their earnest money deposit.



## FINANCE CONTINGENCY

A financing contingency, also known as a mortgage or loan contingency, is a clause in a home purchase agreement that allows a buyer to cancel the contract without penalty if they can't secure financing for the property within a specified time through no fault of their own.

# WHICH HOME BUYING CONTINGENCIES ACTUALLY MATTER?

## APPRAISAL CONTINGENCY

An appraisal contingency is a condition in a typical real estate contract that allows the potential buyer of the property to back out of the transaction if the property does not appraise at the purchase price and the seller refuses to reduce the price to reflect the appraisal amount.

## HOME SALE CONTINGENCY

The home sale contingency allows the contract to be terminated if the buyer doesn't sell their home by a predetermined date, making the purchase contingent on this sale. If the current home sells, the new home purchase proceeds; if not, either party may walk away without penalty. This contingency can weaken your offer, so review the terms carefully with your real estate agent if you need to sell your home first.

## CLEAR TITLE CONTINGENCY

This contingency requires the seller to deliver a clear title to the buyer. A clear title is typically one that is free from defects and encumbrances, except for those permitted by the contract.

# BUYING A HOME

## WHAT ARE THE UPFRONT COSTS?

### 1 EARNEST MONEY

This is typically paid 3 days after going under contract and is usually equal to 1% of the offer amount but is negotiable.

### 2 INSPECTION FEE

This is usually paid within a week of going under contract and the cost can typically range from \$500-\$700.

### 3 ADDITIONAL INSPECTIONS

Termite inspection, septic inspection, roofing inspection, radon inspection, etc.

### 4 APPRAISAL FEE

This is typically paid within 2 weeks of going under contract and the cost will typically range between \$400-\$600.

\*Down payment and closing costs are not due until closing day

# IMPORTANT REMINDERS

- 1** Beware of wire fraud. Always verify with the closing attorney that you have the correct routing info prior to sending any funds.
- 2** You are responsible for paying any transfer fees, initiation fees, or other misc fees charged by the HOA (this is paid at closing).
- 3** It is your responsibility to review all HOA covenants and by-laws during your due diligence period and to reach out to the HOA directly if you have any questions or concerns.
- 4** During due diligence, please call your insurance company to get a quote for homeowners insurance and to ask if the property is in a flood zone. Not all sellers disclose this. You can also request a CLUE report to find out if any insurance claims have been filed in the past few years.
- 5** The buyer is responsible for performing all inspections during due diligence. Including but not limited to home, roof, radon, well, septic, lead based paint, termite, mold, or anything else they wish to inspect.
- 6** If this will be your primary residence, you can file for a homestead exemption with your county for a discount on your property taxes.



SERVICE



COMMUNICATION



AVAILABILITY



LOAN PRICING



LOAN OPTIONS



INTEREST RATE

# WHY YOUR LENDER MATTERS

## DIFFERENT TYPES OF LOAN PROGRAMS

- Conventional
- FHA
- VA
- USDA
- Jumbo
- Second
- HELOC
- Other Specialty Programs
- First Time Home Buyers
- Down Payment Assistance Programs



# THE TEN COMMANDMENTS OF MORTGAGE LENDING

## 10 Steps to Avoid Disaster During the Mortgage Process

**THOU  
SHALL  
NOT**

- 1 Change jobs or become self employed
- 2 Buy a car, truck or van unless you plan to live in it
- 3 Use your credit cards or let your payments fall behind
- 4 Buy furniture before you buy your house
- 5 Originate any new inquiries on your credit report
- 6 Change bank accounts
- 7 Co-sign for anyone
- 8 Apply for a forbearance
- 9 Spend money you have saved for your down payment, get a gift for closing, or take a retirement loan without first consulting your mortgage banker
- 10 Make any large deposits into your bank account unless you plan on documenting that deposit and origin of the money

# THINGS TO CONSIDER WHEN MAKING AN OFFER

**Days on  
Market**

**Other  
Offers**

**How is the  
Pricing?**

**How Much  
You Like It**

**How Much  
the Seller  
Paid For It**

**A 3rd  
Party  
Valuation**

# THINGS NOT TO CONSIDER



# WHAT WILL MY



# DO TO HELP ME

## WHAT MY AGENT IS NOT

Lender  
Inspector  
Attorney  
Accountant



# WHAT IS A BUYER'S BROKERAGE AGREEMENT?

## WHAT IS IT?

A Buyer Brokerage agreement signifies that for a designated period of time, you as the buyer have engaged the services of a specific real estate brokerage firm to work exclusively on your behalf to find a property. The agreement confirms our commitment to serve and protect your interests. It is required for us to give you counsel, write offers, negotiate, or represent you as a client in any way.

## WHAT IF I DON'T BUY?

While the Buyer Brokerage Agreement is an exclusive agreement, there is nothing included that says you have to buy anything.

## DO I NEED ONE?

A Buyer Brokerage Agreement must be signed before we can show homes, offer counsel, or negotiate on your behalf.



## OPTION ONE

I negotiate for the seller to pay my full commission.

## OPTION TWO

I negotiate for the seller to pay a portion of my commission and the buyer pays the remainder as part of closing costs.

## OPTION THREE

Buyer pays my commission at closing as part of closing costs.

Note: Around 90% buyers are represented by a buyer's agent. Sellers want their home to sell and typically expect to pay a buyer agent commission.

# HOW DOES YOUR AGENT GET PAID?

# IN GOOD HANDS

**Sanders** Real Estate provides boutique-style personalized service to manage every detail - from specialized market knowledge and pricing, to marketing, negotiating, and closing your home sale.

Our team-based approach enables us to provide the highest level of service to our clients, earning us a perfect **5 Star Rating** on Zillow. As the **#2 Team in Georgia**, our commitment to excellence helps our team serve thousands of happy homeowners per year.

**SANDERS**  
REAL ESTATE

IN THE MEDIA

THE WALL STREET JOURNAL

**WSJ**



“**#2** IN GEORGIA”

- Real Trends the Thousand +  
Wall Street Journal

“**349** OUT OF 5000”

-2020 INC. 5000

NATIONALLY RANKED

**#3**

TEAM IN AMERICA

**SANDERS**  
REAL ESTATE



# 25% OFF

Heritage Closing Firm is currently offering a **25% discount** on the Settlement Fee to Sanders Real Estate Clients.

**WE ARE**  
**EFFICIENT**  
**WE ARE**  
**SEAMLESS**  
**WE ARE**  
**SECURE**

**WE ARE**



*"Heritage Closing Firm is a trusted real estate attorney and closing office dedicated to delivering seamless, secure, and efficient closing experiences. Rooted in integrity and backed by legal expertise, we guide homebuyers, sellers, realtors, and lenders through every step of the closing process with precision and care."*

**CLOSING WITH CONFIDENCE, *ROOTED IN TRUST.***

*Paul Yacu*  
OWNER & ATTORNEY

(678) 218-6580 [Close@HeritageClosingFirm.com](mailto:Close@HeritageClosingFirm.com)



LAURA | REALTOR

*"Paul and his team are the absolute best. They are always available to help and they go the extra mile to ensure everything is handled correctly. They get my clients to the finish line with peace of mind, every time. I couldn't ask for a better real estate attorney!"*



BETSY | REALTOR

*"Paul is the most knowledgeable, thorough, available, trustworthy, and reliable closing attorney I've worked with. He's just plain smart and catches issues before they become problems, saving my clients' transactions from delays and complications. Paul understands timing is critical in real estate and keeps all parties informed throughout the process."*



GRISELDA | REALTOR

*"I have been working with them for the last 10 years, and they have always been superb in their delivery and reliability. They consistently go the extra mile for me and my clients, making them my number one choice for real estate closings in Atlanta, Georgia."*







# WE SHOP 160+ LENDERS

Mortgage brokers have access to more! Our partnerships with lenders allow us to offer a variety of loan products. We shop multiple lenders to find the best rate and product for your needs.

## Loan Products Include:

- Conforming
- FHA
- VA
- USDA
- Jumbo
- Second
- HELOC
- First Time Home Buyers
- DSCR
- High Balance
- Piggy Back
- 40-Year Terms
- No FICO Score
- DPA
- Investor
- Bank Statement
- Hard Money
- Renovation
- Foreign National
- ITIN
- Gift of Equity
- Reverse
- 203k
- Commercial
- Land/Lot
- Interest Only
- Fix n Flip

\*All loans subject to qualifying factors. Not all applicants will qualify.

### RYAN NELSON

Team Leader/Mortgage Loan Originator  
NMLS #211828  
(480) 861-7841 Mobile  
rnelson@barrettfincial.com  
www.barrettfincialga.com

### JUSTIN RYAN BARRETT

Mortgage Loan Originator  
NMLS #1835769  
(770) 580-9216 Mobile  
JustinBarrett@barrettfincial.com  
www.barrettfincialga.com

### KELLY CUTTER

Mortgage Loan Originator  
NMLS #1045277  
(480) 510-2590 Mobile  
kellycutter@barrettfincial.com  
www.barrettfincialga.com

### CHRIS CUTTER

Mortgage Loan Originator  
NMLS #98825  
(602) 615-9092 Mobile  
chrisc@barrettfincial.com  
www.barrettfincialga.com

### JORDAN TINER

Mortgage Loan Originator  
NMLS #2394398  
(209) 712-7567 Mobile  
jordant@barrettfincial.com  
www.barrettfincialga.com

### MELISSA AGUILAR

*\*I speak Spanish!*  
Mortgage Loan Originator  
NMLS #2639717  
(678) 682-5105 Mobile  
MAguilar@barrettfincial.com  
www.barrettfincialga.com

Barrett Financial Group, L.L.C. | NMLS #181106 | 2701 East Insight Way, Suite 150, Chandler, AZ 85286 | AL 22977 | AK AK181106 | AZ 0904774 | AR 124815 | CA 60DBO-46052 & 41DBO-148702 Licensed by Dept. of Financial Protection & Innovation under the California Residential Mortgage Lending Act. Loans made or arranged pursuant to a California Financing Law License | CO | CT ML-181106 | DE 029971 | DC MLB181106 | FL MLD1880 | GA 181106 | HI 181106 | ID 2080181106 | IL MB.6761630 view reinvestment notice [barrettfincial.com/illinois-reinvestment](http://barrettfincial.com/illinois-reinvestment) | IN 181106 | IA 2021-0157 | KS MC.0025726 | KY MB757252 & MC763707 | LA | ME 181106 | MD 181106 | MA MC181106 & MC181106 Mortgage Broker and Lender | MI f10022342 | MN MN-MO-181106 | MS 181106 | MO 181106 | MT 181106 | NE | NV 5091 | NH 24338-MBR | NJ | NM | NC B-203722 | ND MB103863 | OH RM.804600.000 | OK ML013880 | OR | PA 92105 | RI 20224347LB | SC MLS - 181106 | SD ML.05340 | TN 204577 | TX view complaint policy at [barrettfincial.com/texas-complaint](http://barrettfincial.com/texas-complaint) | UT 11368611 | VT LL-181106 & MB-181106 | VA MC-7357 & MC-7357 | WA MB-181106 | WV MB-181106 & ML-181106 | WI 181106BA & 181106BR | WY 4211 | Equal Housing Opportunity | Equal Housing Lender | This is not a commitment to lend. All loans are subject to credit approval. | [nmlsconsumeraccess.org/EntityDetails.aspx/COMPANY/181106](http://nmlsconsumeraccess.org/EntityDetails.aspx/COMPANY/181106)







# Buy the home you want with a brand you trust

Whether you're ready to get pre-approved for a home loan or you're looking to understand what you can afford, Zillow Home Loans is here to help with competitive financing options and a seamless, coordinated experience.



## Variety of loan types

Competitive rates, low down payment options, and no hidden fees



## Top-rated loan officers<sup>1</sup>

Expert guidance to help you unlock your financing chapter, obligation-free



## No-cost appraisal<sup>2</sup>

By working with us and a Zillow Premier Agent partner, your appraisal fee is covered



## Digital financing experience

See what you may qualify for in as little as five minutes<sup>3</sup>



## Get pre-approved with no credit impact

Gain confidence in understanding your affordability



## Quick turnaround times

Close with confidence with our 99% close on time rate<sup>4</sup>

## Your path to ownership starts here

1

Proof of income for two years (W-2 and/or 1099) and recent pay stubs

2

Two months of bank statements

# FIRST AMERICAN HOME WARRANTY PLANS

## More Choices. More Coverage.

### Basic Plan

for buyers

Includes:

- Coverage for core systems and appliances
- Central AC
- Re-key service

**\$455**

### Eagle Premier Plan

for buyers

Includes Basic Plan PLUS:

- Kitchen refrigerator
- Washer and dryer
- First Class Upgrade

**\$620**

### The Max Plan

for buyers

Includes Basic Plan PLUS:

- Kitchen refrigerator
- Washer and dryer
- First Class Upgrade
- Codes, Mods, and More
- Plumbing Plus

**\$760**

### Appliance Plus

Double your appliance limit from the basic plan limit with this upgrade.

### First Class Upgrade

Extend your protection for many covered systems by adding coverage for building permits, upgrades required by building codes, recapture and removal of refrigerant, and disposal of appliances, systems or components we replace.

### Plumbing Plus

Repairing leaks or breaks to water, drain, or gas plumbing can be expensive when the pipes are encased in concrete, or outside the home's foundation. Extend protection to cover these issues, as well as coverage for water heater expansion tanks, the installation of ground-level cleanouts, and clearing of stoppages caused by roots.

### Codes, Mods, and More

Previously named First Class Plus, this great addition to the First Class Upgrade provides an added allowance for correcting code violations and making modifications when repairing or replacing HVAC systems, water heaters, and more.



Please review the sample contract for specific coverage, terms, and limitations.



*Contact me today for more information  
and all your home warranty needs.*

**Taylor Rogowski**  
NW ATLANTA AREA MANAGER  
770.595.1173  
Trogowski@firstam.com

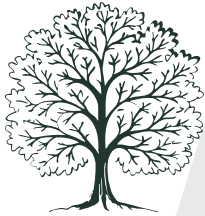


**First American**  
**Home Warranty**<sup>SM</sup>

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## HERITAGE CLOSING FIRM

Paul Yacu Owner and Attorney  
close@heritageclosingfirm.com  
678.218.6580 | heritageclosingfirm.com



Norman A. Carter III  
(404) 372-6664  
Events@CWVentures.net

# TRUSTED PARTNERS



404-850-1126



\*Connected Via Your Premier Agent\*



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Home Warranty<sup>SM</sup>*

Taylor Rogowski  
trogowski@firstam.com  
770-595-1173 | firstamrealestate.com



**The Laetsch Team**

Jason & Kara Laetsch  
(678) 564-9007  
Jason.Laetsch@PillartoPost.com

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OF METRO ATLANTA AREA**