

SHOREWEST.COM



Homebuyer's Consultation

AN ELITE PLAN TO OWN

ShoreWEST
REALTORS





THE LEADER

You expect excellence in all things. The purchase of your next property should be no different. The quality of the professional you retain, and the company for which they work, should be unquestionable. Shorewest professionals consistently help more clients purchase and sell homes than any of our competitors, year after year.

Your home purchase requires a tailored and strategic approach to searching, pricing and negotiation. We research and track the latest trends in the market to help us understand how to best serve and achieve the desired results for today's consumer.

When purchasing a home, you deserve a luxury experience. Shorewest, the market leader, will utilize the systems and expertise needed to provide you with that experience.

ShoreWEST



SHOREWEST

Our mission is to help buyers find the right home and negotiate the best price and terms for them while providing an enjoyable homebuying experience.

WISCONSIN'S LARGEST HOME SELLER



29 offices, **900+** agents statewide

Market **LEADERS** in Wisconsin

founded in **WISCONSIN** in 1946

FAMILY owned and operated

ONE-STOP SHOP

Our agents are available 24/7 and our offices hours are 8:00–4:30, Monday–Friday.

ShoreWEST
REALTORS





DO YOU NEED A BUYER'S AGENT?

Having full representation during your homebuying process is purely your choice. Here are a few things to consider before making that important decision:

- › When purchasing a home, the seller will have an agent negotiating on their behalf and protecting their interests, through the entire process.
- › As a buyer, you deserve to have a trusted advisor in your corner, protecting your interests, as you purchase one of your largest most valuable assets.
- › A Buyer's Agent will point out important things to look at and consider with each home you tour so you don't make a mistake and purchase the wrong home.
- › A Buyer's Agent will negotiate on your behalf with a strategy that gets you the right home at the right price and the right terms for you.





YOUR TRUSTED ADVISOR

Your Shorewest Buyer's Agent will be your trusted advisor providing you with valuable expertise, protecting your interests throughout the entire homebuying process.

- 01. Valuable Insights:** Your Shorewest Agent will provide comprehensive knowledge about current market conditions, pricing trends, contract negotiations and seller preferences, allowing you to make informed decisions
- 02. Negotiation Skills:** Our agents have polished their negotiation skills through numerous transactions. They are experienced at negotiating the best price ensuring you don't pay too much while at the same time making sure you don't offer too little and lose the property to a competing buyer.
- 03. Networking:** Shorewest agents are always communicating and sharing information about new listings they have coming on the market. This communication allows Shorewest buyers to find out about potential properties prior to the rest of the public.
- 04. Contract Knowledge:** Real estate transactions involve a significant amount of legal documents. When working with an experienced agent, they will navigate the contract terms, contingencies, disclosures, dates and deadlines, helping you reduce the risk of costly mistakes.





- 05. Problem Solving:** Every real estate transaction presents unique challenges. Your agent will draw on past experiences and the knowledge of the Shorewest management team to tackle any issues that may arise.
- 06. Time-Saving:** Time is money. That is why our agents work continuously behind the scenes, researching information, communicating with all parties involved, and managing all electronic documents to simplify the process for you, saving you time and money.
- 07. Emotional Buffer:** When it comes to buying or selling a home, emotions can often run high. By having a trusted advisor at your side, you can ensure emotions won't interfere with making sound decisions or hinder the success of your homebuying experience.
- 08. Risk Mitigation:** Real estate transactions involve valuable assets and large amounts of money so avoiding mistakes is crucial. From missed deadlines to mishandled contingencies and disclosures, an experienced agent will help safeguard your investment.
- 09. Knowledge and Skill:** National and state real estate regulations are constantly changing. At Shorewest we prioritize ongoing education and training ensuring our agents stay informed and deliver the best service and results to their clients.
- 10. Customer for Life:** Once you purchase your home, your agent will be available for all your future needs. Many Shorewest buyers take advantage of market updates, annual tax information, local real estate reviews, quarterly newsletters, contractor lists for future home-improvements and professional equity reports to keep them apprised of how much their investment is growing.





TRANSPARENT SERVICE AGREEMENT

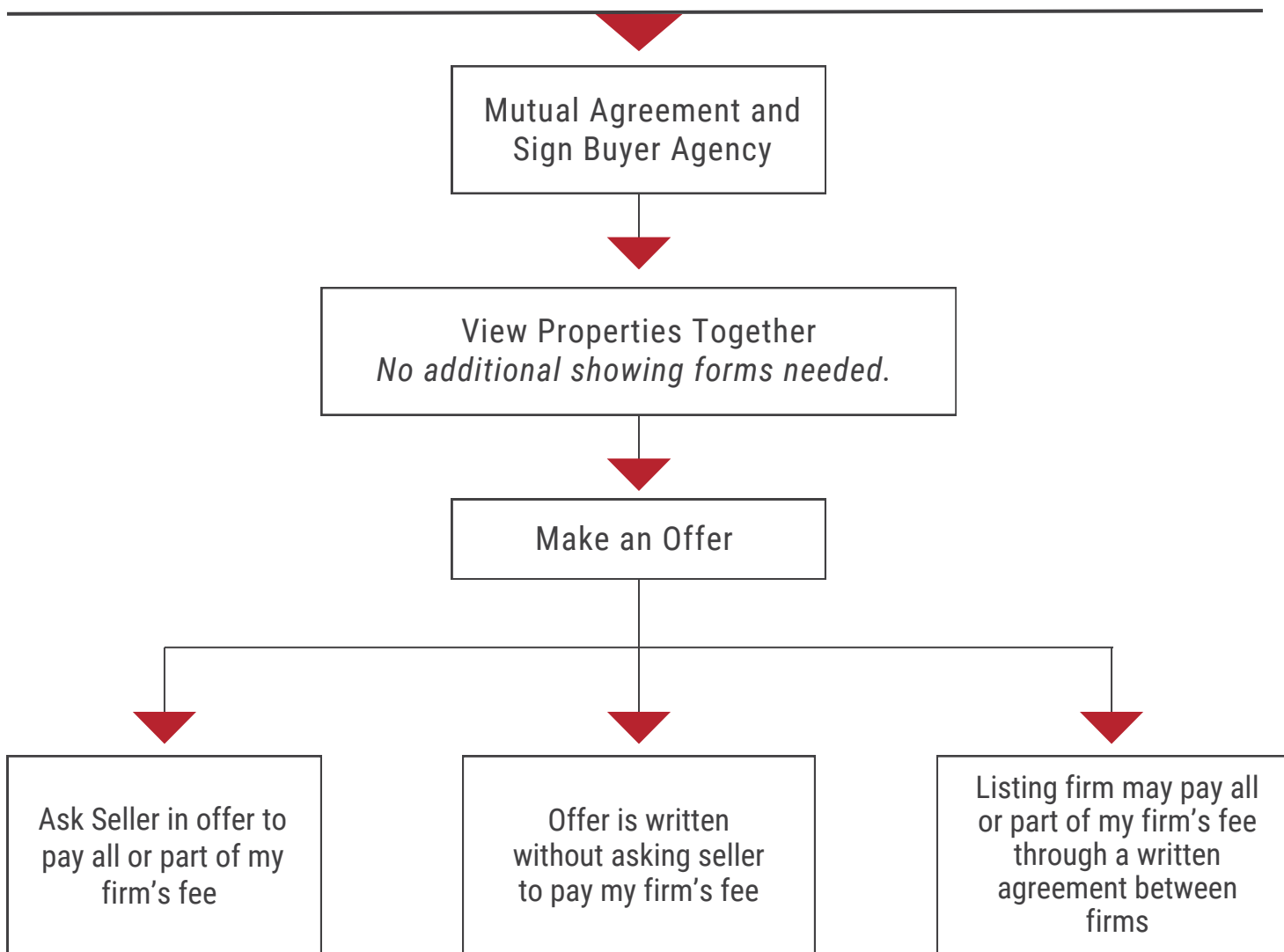
Your Shorewest agent will provide you with a Wisconsin state approved, Buyer Agency Agreement that will explain in detail, the duties and role of Shorewest and your agent. The agreement will confirm all terms and compensation up front so you can proceed with your homebuying process knowing you are fully represented and what your total investment will be for each specific home you are interested in.

WHAT ARE YOUR OPTIONS FOR PAYING YOUR BROKERAGE FEE?

- › The seller may direct their firm to offer compensation to the buyer's firm with an accepted offer. This compensation may cover your entire brokerage fee or a portion of it.
- › The seller may offer buyer concessions which you may elect to apply toward your brokerage fee.
- › Any portion of your fee that is not covered by compensation from the listing broker or a concession from the seller, can be paid by you or negotiated in the offer for the seller to cover.



HOW WE GET PAID AS BUYER'S AGENTS





FINANCIAL RESOURCES

Having access to the right financial resources and being properly prepared can be the difference between winning the home you want and losing out.

YOUR AGENT WILL:

- › Introduce you to a professional loan officer who will provide a valuable mortgage preapproval, strengthening your offer on the property you choose.
- › Collaborate with you and the lender on the loan product and options that will be the best choice for you.
- › Aid in providing all contract documentation requested by lender and needed to close on time.



Seller Concessions

Maximum Seller Concessions by Loan Type

	CONV (Primary & Secondary)	CONV (Primary & Secondary)	CONV (Primary & Secondary)	CONV (Investment)	FHA	VA	USDA
DOWN PAYMENT	Less Than 10%	10% – 25%	25% or More	Any Amount	Any Amount	Any Amount	Any Amount
MAX SELLER CONCESSION	3%	6%	9%	2%	6%	4%	6%

What Can Seller Concessions Pay For?

Closing costs such as:

- Processing and Underwriting Fees
- Interest Rate Points
- Appraisal
- Credit Report
- Tax Service Fee
- Buyer Agency Compensation
- Buyer Agency Customary Fees
- Flood Certificate
- Title Fees
- Employment Verification Fees
- Escrow Cushions/Prepays
- First Year of Homeowners Insurance
- Recording Fees
- Home Warranty

As a full service lender, WMC is committed to helping buyers achieve their homeownership dreams. With experienced Loan Officers, we offer multiple scenarios and creative ideas to assist you in any situation.

REALTORS® are not Mortgage Professionals. Please consult a licensed Loan Officer for Mortgage Financing advice.

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INVESTMENTS IN THE HOMEBUYING PROCESS

Earnest Money – Is a check written with your offer or within 3-5 days of acceptance. It shows the seller how committed you are to carrying out the terms of your offer and can sometimes be the difference between an offer that gets accepted and one that gets rejected. Earnest money is held in escrow until closing and typically ranges from 1%–5% of the purchase price.

Inspection – It is highly recommended you protect your investment by having any home you purchase inspected by a qualified, third party, professional home inspector that puts your best interests first. A typical home inspection for a single family home can range in cost from \$350 - \$1,200 depending on the home's features.

Appraisal – If a mortgage is involved your lender will require an appraisal as part of your loan cost to ensure the home's value covers the lending requirements. If you are making a cash offer, an appraisal contingency is recommended so you can be sure you are making a smart investment. Appraisals for a single family home range from \$300-\$600.





FINDING YOUR NEW HOME

Locating, viewing and evaluating properties is an important part of a successful homebuying experience. Shorewest agents review properties continually, follow local market dynamics and guide their clients in finding the right home.

YOUR AGENT WILL:

- › Set up automated Listing Alerts that notify you immediately of new listings that meet your search criteria.
- › Present off-market and pre-market listings that, in some cases, have not been advertised to the public yet.
- › Set up private showings that meet your schedule

ONCE YOU HAVE SELECTED PROPERTIES YOU MAY BE INTERESTED IN PURCHASING, YOUR AGENT WILL:

- › Provide disclosure materials and reports on selected properties.
- › Point out the positive and negative aspects of each property being considered.
- › Discuss market data and features of competing properties to help you select the right home.





DRAFTING AND NEGOTIATING COMPETITIVE OFFERS

When negotiating offers, a strong buyer's agent with detailed information is key to your success.

YOUR AGENT WILL:

- › Provide detailed market information so you can determine an offer price that gives you the best chance of winning the home and at the same time staying within your budget.
- › If known, share seller's preferred timeline, wants and non-negotiables and the existence of any competing offers to aid in your negotiation strategy.
- › Suggest contingencies, terms and timelines that protect you and at the same time discuss options to keep your offer competitive.
- › Carry through with all negotiations until an offer is accepted at the terms agreeable to you and seller.





YOUR PERSONAL TRANSACTION MANAGER

Once you have an accepted offer, your Shorewest agent will become your transaction manager with the soul purpose of ensuring you get from accepted offer to closing and in your new home, on-time.

THIS INCLUDES:

- › Making sure all dates and deadlines are met so you are not in breach of contract.
- › Ensuring all earnest money is deposited into the trust account dictated in the offer.
- › Communicating with your lender for all required documents to secure financing.
- › Drafting all required amendments and notices to facilitate terms agreed to by all parties.
- › Maintaining secure exchange of all digital documents, guarding against wire-fraud.
- › Scheduling your final walkthrough of the property prior to closing.
- › Ensuring all title documents and deed are prepared properly for your closing date.





CLOSING AND BEYOND

Congratulations, it's closing day!

YOUR AGENT WILL:

- › Facilitate any last-minute details, documents and communications needed to ensure an on-time closing.
- › Assist as your advocate, reviewing all documents with you, prior to signing.
- › Be the first to congratulate you on your new home!

ONCE YOU ARE IN YOUR NEW HOME WE WILL BE YOUR TRUSTED ADVISOR FOR ALL THINGS REAL ESTATE. YOUR AGENT CAN:

- › Supply important property information at tax time.
- › Provide market updates with the latest sale price data in your area.
- › Furnish a detailed price valuation of your home at anytime to track your equity growth.
- › Provide annual reports on different home improvement costs and the return on investment each provides.
- › Always be available for your real estate questions or concerns.

