



Four Powerful Buying Strategies



Sell First, Then Buy If you have a house to sell, sell it before selecting a house to buy! Let's pretend that we go out looking for the perfect house for you. We find it and you love it! Now you have to go make an offer to the seller. You want the seller to reduce the price and wait until you sell your house. The seller figures that's a risky deal, since he might pass up a buyer who DOESN'T have to sell a house while he's waiting for you. So he says OK, he'll do the contingency but it has to be a full price offer!

So you see, you paid more for the house than you could have because of the contingency. Now you have to sell your existing house, and in a hurry! Otherwise you lose the dream house! So to sell quickly you might take an offer that's lower than if you had more time.

Play the Game of Nines Before house hunting, make a list of nine things you want in the new home. Then make a list of the nine things you don't want. We call this "NINE OF THIS AND NONE OF THAT. You can use this list as a scorecard to rate each property that you see. The one with the biggest score wins! This helps avoid confusion and keeps things in perspective when you're comparing dozens of homes. When house hunting, keep in mind the difference between "SKIN AND BONES". The BONES are things that cannot be changed such as the location, view, size of lot, noise in the area, school district, and floor plan. The SKIN represents easily changed surface finishes like carpet, wallpaper, color, and window coverings. Buy the house with good BONES, because THE SKIN can always be changed to match your tastes.

Don't Be Pushed Into Any House We will make sure you have a COMPLETE list on homes that meet your criteria. In the late 1990's, homes were selling quickly, usually a few days after listing. In that kind of market, agents advised their clients to make an offer ON THE SPOT if they liked the house. That was good advice at the time. Today, the same may be true. Don't forget to check into the SCHOOL DISTRICTS of the area you're considering. Information is available on every school; such as class sizes, % of students that go on to college, SAT scores, etc.

Stop Calling Ads! A word of caution - agents create ads solely to make the phone ring! Many of the homes have some drawback that's not mentioned in the ad, such as traffic noise. What's not mentioned in the ad is usually more important than what is. For this reason, we want you to be very careful when reading ads and searching on the Internet. Remember that the person writing the ad is representing the seller and not you! The most important thing you can do is have someone on your side looking out for your best interests. We will critique the property with an eye towards how well it meets your needs and will point out any drawbacks you should know about.

Did you know that many homes are sold WITHOUT A SIGN ever going up or an AD EVER BEING PUT ON THE INTERNET? These "great deals" go to those people who are committed to working with one agent. When an agent hears of a great buy, who do you think he's going to call? His client, who he has a legal obligation to work hard for, or someone who just called on the phone and said "keep your eyes open"?



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