

ULTIMATE BUYER'S GUIDE

SERVICING YOUR REAL ESTATE NEEDS WITH
LOYALTY, TRUST, INTEGRITY, AND EXPERTISE

Presented by:

LaKeisha Jones



LaKeisha Jones

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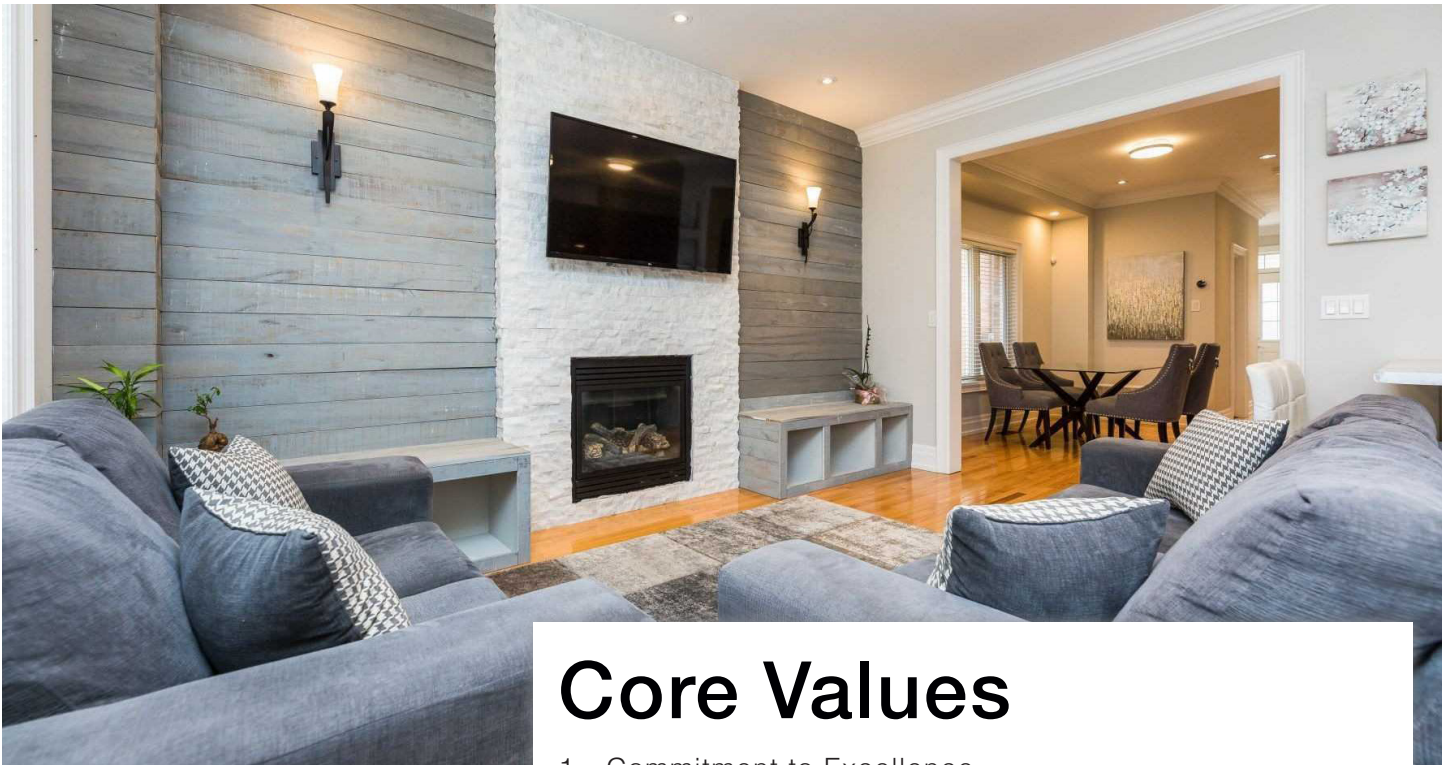
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My Mission & Vision

Core Values

1. Commitment to Excellence
2. Be Cutting Edge
3. Client-Centric
4. Care (Be passionate and care about what you are doing)
5. Consistent Follow Through

My philosophy is clients come first. I pledge to be in constant communication with my clients, keeping them fully informed throughout the entire buying or selling process. I believe that if you're not left with an amazing experience, I haven't done my job. I didn't measure success through achievements or awards, but through the satisfaction of my clients.

LaKeisha Jones delivers unmatched expertise and hands-on experience benefiting my clients, whether buying or selling. Each client is unique as is the home they are buying or selling. I'm focused on building lasting relationships with clients to continue to be a valuable resource long after the transaction process is over. I strive for my clients to consider me as a total resource in buying, selling or investing in real estate.

“As a professional Realtor, I believe in creating value and providing high levels of service for my clients.”



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PREPARED BY:

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Welcome

I am LaKeisha Jones, and I absolutely love Real Estate! Real Estate is what I am meant to do! Not only do I know this is where I belong professionally, but this is what I hear from my past/previous clients, my family and friends as well! I put all of my client's interest before my own and will work diligently to protect you, negotiate for you and navigate you through the Real Estate journey! Investing in Real Estate is one of the most important financial decisions you will make in your lifetime, and I take the process seriously and give it my utmost dedication. I manage everything from fears, tears and cheers and by carefully listening to my clients wants and needs I produce the best outcome in every home sale transaction.

My clients can count on me any time of day when they have a question or a concern. From listing to closing, I will be by your side, shouldering the burden to deliver a stress free and seamless experience.

I am a strong Listing agent, as I can price and market a home, like nobody's business. I will net you the maximum profit when selling your home; and have many selling strategies just waiting for you to put me to work so that I can utilize!

I have strong negotiation skills, which is very important, whether you are on the buying or selling side. I also have a strong sense of what buyers are looking for, so this can help save you time when I help find you the perfect home! Reach out to me! I am here to help in any way I can!





WELCOME TO BUYING A HOME

Congratulations! You've made the first steps in your journey to become a homeowner. We created this packet of information specifically to help home buyers prepare themselves for the experience of purchasing a home.

When buying a home, you may have to make quick decisions; therefore it will be helpful to have a basic understanding of the process. Consider this your guide.

Our real estate market expertise means that we are able to interpret all the data that dictates the optimum offering price strategy, so your offers will make sense for you and be competitive.

Of course, we will take the time to listen, understand your challenges, goals and answer any questions you may have along the way.

In the meantime, we hope that you'll take the time to review the attached information. In the event you may need a home listed consecutively, we need to create a comprehensive marketing plan to get it sold.

We appreciate the opportunity to earn your business and look forward to the possibility of working with you!

BUYING A HOME

START HERE



DEFINE YOUR GOALS



SELECT A REALTOR



RESEARCH YOUR OPTIONS



LOOK FOR A PROPERTY



GET PREAPPROVED



MAKE YOUR PLANS



NEGOTIATE AN OFFER



REMOVE CONTINGENCIES



PREPARE FOR CLOSING

BEGIN MOVING PROCESS





DEFINE YOUR GOALS

DETERMINE WHY YOU ARE BUYING A HOME

Is it a permanent place for you and your family, an investment, or a second home? Whatever the reason, it is important that you buy with an eye on the resale investment potential.



Why has buying a home also become such an investment opportunity?

- No one can predict the future and over the last 25 years the average price of a home has risen substantially.
- Land has become a decreasing resource, especially in and around major city and cultural hubs, which has created the demand.
- Housing is typically considered to be a stable investment, offering good rates of return.
- Low interest rates over the last 10 years have made mortgages affordable.
- Money that pays a mortgage turns into equity that can be used to finance other opportunities.
- Demographics and immigration have always been major factors in influencing investment opportunities.
- It is not always necessary to sell your home just because you are moving; depending on the equity created it may be possible to offset the remaining mortgage by renting out the property.

Investing your time to understand your local market and the influences could pay large dividends.



EXCLUSIVE BUYER AGREEMENT

The exclusive buyer agreement is signed by the buyer and real estate professional to establish agency.

This document ensures that you are working with the real estate professional exclusively.

This is a commission based business. By signing the agreement you give your real estate professional assurance that once they find your home they will be compensated upon closing.

Once the agreement is signed you will begin.... Home shopping!!!!

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SELECT A REALTOR



COMMITMENT & DEDICATION

It is important to work with a Realtor who is not only committed to working with you, but who is also dedicated to finding you the RIGHT home. They will guide you through the property search – consider their knowledge, experience, and expertise.



RESPONSIBILITIES

Educating you about the buyer agency and professional responsibilities, including complete disclosure, loyalty, confidentiality, compliance, and accountability.



UNDERSTANDING YOUR REQUIREMENTS

Taking the time to understand the priority of your requirements – location, property type, size, the must haves, local amenities, etc., even if it changes.



RESEARCHING THE MARKET

Providing a sophisticated market analysis that helps you with your home search by previewing homes, and keeping you up-to-date with new homes as they come on the market. Buying is all about having the right knowledge and access at your fingertips.



VIEWING & ASSESSING HOMES

Viewing homes and providing a comparative analysis. Referring you to expert home inspectors that will provide more of an in depth analysis and advice.



CONSULTATION & NEGOTIATION

Presenting consultation with written offers, with all terms approved by you. Negotiating the best possible price and terms for you and taking care of all the documentation details.



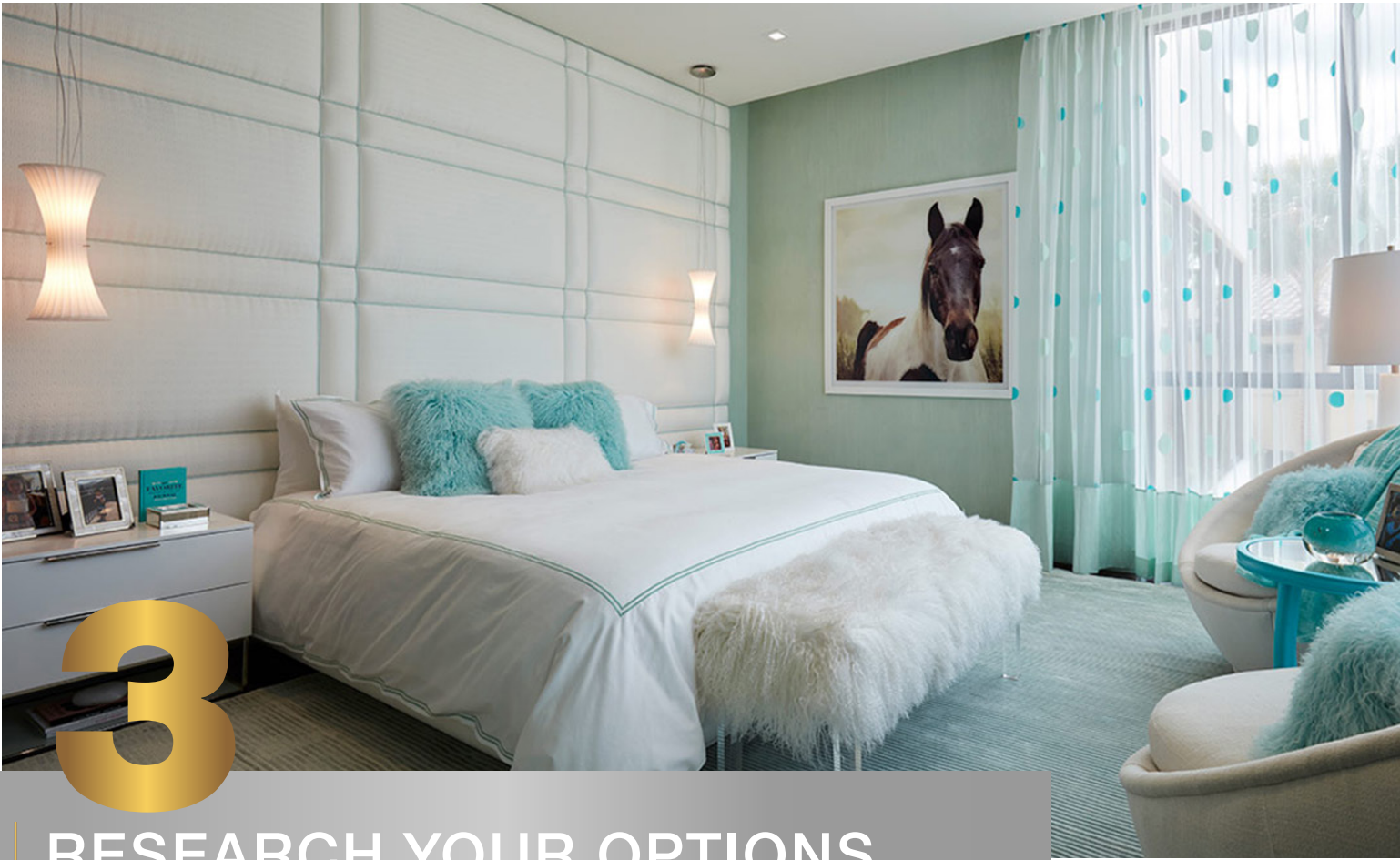
SERVICE PROVIDERS

Helping you explore your financing options – refer excellent mortgage professionals so you can make the best possible mortgage decision. Assisting you in finding any home-related services needed.



CLOSING

Keeping you fully informed about all activities that lead to the transaction closing.



RESEARCH YOUR OPTIONS

DETERMINE WHAT YOU CAN AFFORD AND WHERE

Buying and financing a home are closely related, so it is important to review your current financial situation to understand how much you can afford.

Three key components that determine the start of all searches:

1. LOCATION – where do you want to live?
2. TYPE – what type of home do you want?
3. PRICE – what can you afford?

Only you can determine the importance of each. Once you start to research your options, you will soon know if your expectations are realistic.

LOCATION, LOCATION, LOCATION

Why does location matter so much? For starters, you can't move a home — at least not easily or inexpensively. When you buy a home in a good location, it is usually a solid long-term investment.

Perhaps more than ever, location is the key factor to driving price increases. In a strong housing market, homes in particularly desirable areas are more likely to see above average price increases. In weak housing markets, these homes tend to retain their value better.

5 CHARACTERISTICS THAT MAKE A GOOD LOCATION

1. A SAFE NEIGHBORHOOD

A home located in a community with little to no crime, where it is safe to walk freely, and where neighbors interact is most desirable.

2. GOOD SCHOOLS

Being in a good school district, even if you don't have children, is where young families will always buy. The better the school district, the higher the values of the surrounding homes.

3. CONVENIENCE

The easier it is to access main features of the community, the more valuable the home. For many homeowners it is access to shopping and major road systems.

4. VIEWS

No matter the city or town, someone will always pay more for a great view or to be on or near the water.

5. NO INTERMITTENT NOISE

Being located near noise, whether a busy street during rush hour, close to a fire station, hospital, or airport, is generally considered a negative.



UNDERSTANDING PROPERTY TYPES

Understanding the fundamentals – as described below – is not only important, but necessary to consider a variety of types and sizes. Each type of property offers their own advantages and disadvantages.



HOUSE

The most popular style and the most solid investment. A free-standing and detached home resting on its own lot, which offers a greater degree of privacy. Typically homes and the land are owned completely by the homeowner and therefore completely their responsibility to manage and maintain.



SEMI-DETACHED/DUPLEX

A single-family home that is joined to another by a common wall. It can offer many of the advantages of a single-family detached home and is usually less expensive to buy and maintain.



TOWNHOUSE/ROW HOME

One of several types of single-family homes joined by common walls. It offers less privacy than a single-family detached home, but still provides a separate outdoor space. These homes can cost less to buy and maintain, but are typically subject to homeowner associations that are responsible for maintenance and management, which can cost an additional fee per month.



CONDOMINIUM/APARTMENT

Refers to a form of legal ownership as opposed to a style of construction. Condominiums can be high-rise residential buildings, townhouse complexes, individual houses, or low-rise residential buildings. Owners do not have complete control over their property, being subject to homeowner association rules; however, the maintenance and management of the building are taken care of and in many cases there is an increased level of security.



UNDERSTANDING THE MARKET VALUE

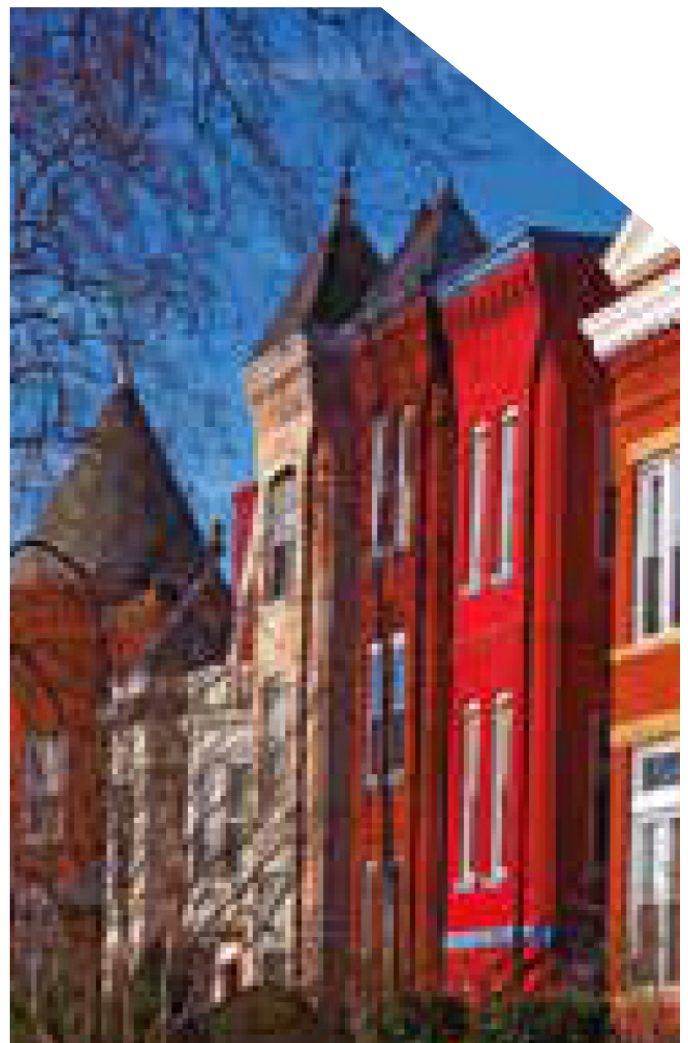
Whether you have chosen your location or property type based on your budget it is still important to research the value of homes currently on the market.

The current selling price of a home does not mean that a property is worth that amount –market conditions and what a buyer is willing to pay for a property affect the true value of the home at any moment in time.

When deciding the value of any property, the following criteria should be considered:

- Location of the property
- Condition of the property
- Buyer demand
- Current prices of similar properties
- Recent sales of competitive properties
- Availability of financing

Ultimately, the value of any property is dependent on what is important to you and whether this is the home that you wish to buy.





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MAKE YOUR PLANS

After answering the following questions you will be in a great position to research your housing and mortgage options as well as create the appropriate action plan and time line for moving forward.

SET YOUR PRIORITIES

What do you want from a home?

- What does your family want from a home?
- Do you want a turnkey home or would you prefer to renovate?
- Choose the top five 'must-haves'.
- Choose the top five 'would-likes'.
- Are you pre-approved for a mortgage?
- What can you afford on a monthly basis?
- When is the ideal time to move?



5

GET PRE-APPROVED

No matter your prior experience, circumstance, or reason for buying, it is always in your best interest to be pre-qualified for a loan before starting to search for a home. The current rates, approval, and unexpected challenges should be addressed before you have a serious intention of buying.



LOAN TYPES

Conventional Loans home loan is one that is not insured or guaranteed by the federal government in any way. A conventional loan is one that is not insured by a government entity. These loans are made entirely in the private sector, without any government approval whatsoever. If you make a down payment of 20% or more, you won't have to pay for mortgage insurance. If you put down less than 20% once your loan to value reaches 20% the private mortgage insurance will no longer be charged.

FHA LOANS

The Federal Housing Administration (FHA) mortgage insurance program is managed by the Department of Housing and Urban Development. This program allows you to make a down payment as low as 3.5% of the purchase price. You'll have to pay for mortgage insurance for the life of the loan, which will increase the size of your monthly payments.

VA LOANS

The U.S. Department of Veterans Affairs (VA) offers a loan program to military service members and their families. This type of mortgage is guaranteed by the federal government. This means the VA will reimburse the lender for any losses that may result from borrower default. The primary advantage of this program (and it's a big one) is that borrowers can receive 100% financing for the purchase of a home. That means no down payment whatsoever.

USDA Loans

The United States Department of Agriculture (USDA) offers a loan program for rural borrowers who meet certain income requirements. The primary advantage of this program is that borrowers can receive 100% financing for the purchase of a home. This type of mortgage loan is offered to "rural residents who have a steady, low or modest income. Income must be no higher than 115% of the adjusted area median income.

BENEFITS OF PRE-QUALIFICATION

- Knowing what you can afford enables you to plan accordingly – it allows you to understand how much you will be lent and how much you can actually afford to pay each month.
- As a qualified buyer, you will be taken more seriously when you make an offer on a home.
- You are able to take the time to understand the short and longterm implications, allowing you to make informed decisions and research your options.





LOOKING FOR A PROPERTY

THE INTERNET

95% of all buyers use the internet to start their search for homes. Typically taking an average of 12 weeks to research the possibilities they believe their budget can match; however, in the luxury market not all of those homes are online.

YOUR REALTOR

Your Realtor will assist you with narrowing your search by reviewing your 'must-haves' and 'would-likes' – making recommendations based on their experience and local knowledge.

PRINT MEDIA

Advertisements still provide platforms that truly feature these magnificent homes. Not every home is listed on the Internet and sometimes your search can miss that hidden gem because it is not online.

YOUR REALTOR WILL HAVE ACCESS TO:

- Previewing new properties at open houses.
- Technology that automatically sends you new home matches.
- Working within their network to find new properties not even listed yet.
- Every home in your preferred community including "for sale by owner", discounted brokerages, expired listings, or homes not actually on the market.
- Emailing specific home requirements to agents in the area so they know that you are a qualified purchaser.

PRIVATE VIEWINGS

Homes only open to qualified buyers are typically unique and exceptional homes.

BUILDING A HOUSE HUNTING CHECKLIST

When searching for a home it is very easy to forget important priorities. This simple checklist will help you stay focused on the important criteria.

- Make a comparison chart for when you start viewing:
 - Size
 - Positioning of the living spaces
 - General size of rooms
 - Kitchen style and appliances
 - Bedrooms
 - Bathrooms
 - En-suites
 - Garage space(s)
 - Backyard
 - Landscaping
 - Condition of roof, exterior
 - Storage space
 - Natural light
- Do you feel an emotional connection to?
 - Take a second walk-through without emotion. Become the inspector and look beyond the surface:
 - Will your furniture fit?
 - Floor plans are a great way to see the flow and what changes can be made. Not available? Measure and draw your own!
 - Check out the true storage space – open doors, attics, basements, and storage cabinets.
 - Lift up rugs and investigate for damage on the floor, under furniture, etc. Look at every detail from floor to ceiling, including window trims, under sinks, bathroom tiles, etc.
 - Look outside – understand the landscaping and the layout of other homes around the home - traffic, parking, noise, etc.
 - View the property at different times of the day
 - Take a moment to envision how you would use the space – does it fit your every day needs?
 - Who are your neighbors?
 - How long has the house been on the market?
 - Is it priced to sell?
 - Compare it to others on the market
 - What is the resale potential?



FINANCIAL OBLIGATIONS



Earnest Money:

This is due when your offer is accepted. Earnest money typically equates to 1% of the sales price.
Ex. $\$350,000 \times 1\% = \$3,500$

Home Inspection:

A home inspection is not required, but it is recommended. The typical cost is \$200-\$400. The inspector will likely require payment prior to your appointment.

Appraisal:

An appraisal is required. The lender will order the appraisal and you will have to pay for it. The typical cost of appraisals are \$475-\$650.

Pest & Termite Inspection:

This cost will vary depending on the company you choose. These inspections are recommended to protect your home from pests.

Survey:

A survey refers to the process of locating and measuring a property's boundary lines to determine the exact amount of land that a homeowner owns.



Down Payment:

Depending on the type of loan you receive, it can equate to 3.5%-20% of the loan.
Ex. $\$350,000 \times 5\% = \$17,500$

Closing Costs:

Your closing costs can equate to around 4% of the loan. Keep in mind your prepaid taxes, mortgage, loan origination fee, attorney fees, homeowner insurance, etc. are included in this cost. Ex. $\$350,000 \times 4\% = \$14,000$





7 NEGOTIATE AN OFFER

When you have found the right home, it is time to prepare and draft an offer of purchase. This offer protects and represents your interests, while remaining legally binding on final acceptance. There are many components to an offer and your real estate professional will explain the entire process so that you are comfortable with the steps involved.

An offer can be drafted with or without conditions. An offer without conditions is known as a firm or subject-free offer. One with conditions is known as a conditional offer and in effect, protects one party with the placement of certain conditions on the purchase.*

POINTS TO CONSIDER IN YOUR NEGOTIATIONS:

- The condition of the home
- Length of time it's been on the market
- Buyer activity
- Location
- Urgency of the seller

The seller may accept your initial offer, reject your offer, or present a counter offer. The counter offer may differ from your original offer in respect to price, conditions, closing date, or any other items. Offers can be countered back and forth until one of you accepts or rejects, ending the negotiations all together.

*Understanding Contractual Terminology – see our glossary of terms.



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REMOVE CONTINGENCIES

Once both parties accept the sales contract and its contingencies (that is, any conditions either party may be subjected to) they will start to work towards removing them.

Your real estate professional will advise you on what contingencies you can remove based on the results, once the appropriate due diligence has been completed. Ideally, both parties should have been able to negotiate a reasonable time in which to remove these conditions.

It is important to understand the options available to you should one of your conditions not be removable prior to the contract date. This does not automatically mean that the 'deal is dead' – having a real estate professional who is a good negotiator and will work with the seller's agent to find a solution is key.

Equally, conditions that the seller needs to address can also be provided with extensions – particularly important when a problem is found during the house inspection.

An experienced real estate professional will advise you on the right course of action, based on their knowledge and experience.

Once you are satisfied and wish to commit to purchasing the home, a contingency removal document will be prepared for both parties to sign.





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PREPARE FOR CLOSING

After all the contingencies have been removed, it becomes the responsibility of the legal and financial institutions to prepare all the necessary paperwork. Should there be any issues, your real estate professional will contact you.

Closing day marks the end of your home buying process and the following items should be brought to the closing:

- A certified check for closing costs and down payment. Make the check payable to yourself; you will then endorse it to the Title Company at closing
- An insurance binder and paid receipt
- Photo IDs
- Social Security numbers
- Addresses for the past 10 years

At closing you will sign all your legal documents, including paperwork relating to your mortgage and the transfer of ownership of the property. There are usually representatives from the Escrow Company or a lawyer to facilitate the exchange.

When closing is finished, you should not only have the keys to the property, but a copy of the documentation that relates to the property, including a statement of costs, a statement outlining your mortgage terms, your mortgage note and a copy of your deed of trust. At the end of closing, the deed will be taken and recorded at the county clerk's office. It will be sent to you after processing.

TIP: Make arrangements to see the new home the day before you close to ensure the home is in the condition per the contract agreement.



PREPARE FOR CLOSING



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BEGIN MOVING PROCESS

Moving into a new home is an exciting time but it can also be stressful, even if you are hiring professionals. This guide will provide some important insight:

- Hire a moving company. Book early if you are moving at the end or beginning of the month.
- Be sure to get a written confirmation of pricing and the date.
- You should begin to de-clutter your present home - it's the perfect time to donate items that you no longer use.
- Time to start packing! Begin with items in your home you do not use regularly. Pack room by room.
- Make sure the boxes are clearly labeled and easy to identify which room the box is going in for your new home. Label boxes as fragile, as needed.
- Make sure to note and photograph items of significant value for insurance purposes.
- Provide a detailed map and directions for your movers including a cell phone number where you can be reached on moving day
- Be present when the truck is being loaded and unloaded just in case your movers have questions.
- Change your address – post office, banks, cable, Internet and phone, insurance company, utility company, credit card company, doctor and dentists, and any subscriptions you may have.
- For both the new and old home, make a note of all utility meter readings.
- Pack a travel bag with the items your family may need on moving day such as toothbrushes, a change of clothing, medications, hair brushes, soap, toilet paper, towels, etc.
- Arrange for cleaners for the new home and old home. Even if the previous owner hires a cleaner – that extra touch before you arrive makes your new home feel fresh and ready



COMMON HOME BUYING MISTAKES

1. Going over budget

even the wealthiest of us need to understand the associated living costs.

2. Not pre-qualifying

for a mortgage. After all, why pay more for a last minute mortgage?

3. Not shopping

for the most suitable mortgage to match your requirements.

4. Not understanding

all the terms and conditions: interest rates, length of contracts, mortgage types and rates, etc., before selecting your mortgage.

5. Buying a new home

before you sold your old home.

6. Not understanding

the true costs associated with buying your home.

7. Not using professionals

to assist in all aspects of your home purchase including a mortgage advisor, home inspector, lawyer, notary, or a moving company.



FREQUENTLY ASKED QUESTIONS

TAKE THE FOLLOWING INTO
CONSIDERATION WHEN BUYING...



WHEN IS THE BEST TIME TO BUY?

When you have found the right home. Don't wait for perfect conditions – they don't exist.



WHEN IS THE BEST TIME TO GET A MORTGAGE?

Getting pre-qualified before you start searching - this will help immensely and prevent disappointment.



HOW DO I CHOOSE A REALTOR?

Ask if they know the local market, can they give you references, etc. Think of the process as equivalent to giving a job interview - do they know your local market, price points, and types of homes. Ask for references!



HOW DO I FIND THE PERFECT HOME?

Prioritizing and compromising are necessary elements. Compile a list of 'must-haves' and then a list of 'would-likes' – you will never find the right home otherwise.



HOW DO I KNOW WHEN IT'S RIGHT TO PRESENT AN OFFER?

Don't be afraid to write an offer - there is no commitment until you remove all the contingencies. However, don't write an unrealistic offer. Offer instead what the property is worth to you, otherwise you may be helping someone else's offer look good!



WHAT IF I DECIDE THE PROPERTY OR DEAL ISN'T RIGHT FOR ME?

Don't be afraid to back out of the deal you have not gone too far until the contingencies have been removed.



WHAT DO I DO IF I GET BUYER'S REMORSE?

Most buyers do...it's completely normal to feel this way, but if you have done your due diligence, then be confident in your decision and enjoy your new home.



A HOME BUYER'S GLOSSARY

When buying a home, it's important to understand some of the key concepts and terms. Throughout the purchase process, your real estate professional will be available to explain any unfamiliar terms you encounter. That said, here is a short list of terms you'll want to know:

Abstract Of Title – A complete historical summary of the public records relating to the legal ownership of a particular property from the time of the first transfer to the present.

Adjustable Rate Mortgage (ARM) – Also known as a variable-rate loan, an ARM is one in which the interest rate changes over time.

Agreement of Sale – Also known as contract of purchase, purchase agreement, or sales agreement according to location or jurisdiction. A contract in which a seller and buyer agree to transact under certain terms, spelled out in writing and signed by both parties.

Amortization – The process of reducing the principal debt through a schedule of fixed payments at regular intervals of time, with an interest rate specified in a loan document.

Appraisal – An appraiser's estimate of the market value of a property based on local market data and the recent sale prices of similar properties.

Assessed Value – The value placed on a home by municipal assessors for the purposes of determining property taxes.

Closing – The final steps in the transfer of property ownership. On the closing date, as specified by the sales agreement, the buyer inspects and signs all the documents relating to the transaction and the final disbursements are paid. Also referred to as the Settlement.

Closing Costs – The costs to complete a real estate transaction in addition to the price of the home, may include: points, taxes, title insurance, appraisal fees, and legal fees.

Closing Date – This is usually the date that the legal ownership of the property transfers from the seller to the buyer.

Conditions or Subjects – Items that are usually put in place to protect a party's interests upon selling or buying the property and refer to things that must occur or be in place before the sale closes. Some of these conditions could be "subject to financing approval," "subject to the buyer's house selling," "subject to seller finding suitable housing," etc.

Contingency – A clause in the purchase contract

that describes certain conditions that must be met and agreed upon by both buyer and seller before the contract is binding.

Conventional Mortgage – One that is not insured or guaranteed by the federal government.

Counter Offer – An offer, made in response to a previous offer, that rejects all or part of it, while enabling negotiations to continue towards a mutually-acceptable sales contract.

Debt-to-Income Ratio – A ratio that measures total debt burden. It is calculated by dividing gross monthly debt repayments, including mortgages, by gross monthly income.

Deposit – The amount of money provided from the buyer to the seller as a token of the buyer's assurance and intention to buy the property involved. The deposit is applied against the purchase price of the home once the sale has closed. Your agent can assist you in proposing a certain and appropriate amount for the deposit.

Disclosures – Disclosure statements, which can come in a variety of forms, are the buyer's opportunity to learn as much as they can about the property. Seller disclosures are based on seller's knowledge of issues. They to serve to inform buyers; they can protect the sellers from future legal action. It is the seller's chance to lay out anything that can negatively affect the value, usefulness, or enjoyment of the property.

Down Payment – The money paid by the buyer to the lender at the time of the closing. The amount is the difference between the sales price and the mortgage loan. Requirements vary by loan type. Down payments less than 20% usually require mortgage insurance.

Earnest Money – A deposit given by the buyer to bind a purchase offer and which is held in escrow. If the property sale is closed, the deposit is applied to the purchase price. If the buyer does not fulfill all contract obligations, the deposit may be forfeited.

Easements – Legal right of access to use a property by individuals or groups for specific purposes. Easements may affect property values and are sometimes part of the deed.

Equity – The value of the property, less the loan

balance and any outstanding liens or other debts against the property.

Escrow – Funds held by a neutral third party (the escrow agent) until conditions of a contract are met and the funds can be paid out. Escrow accounts are also used by loan services to pay property taxes and homeowner's insurance.

Fixed-Rate Mortgage – A type of mortgage loan in which the interest rate does not change during the entire term of the loan.

Home Inspection – Professional inspection of a home, paid for by the buyer, to evaluate the quality and safety of its plumbing, heating, wiring, appliances, roof, foundation, etc.

Home Warranty - Service contract that covers the repair or replacement of home system components and appliances that break down.

Homeowner's Insurance – A policy that protects you and the lender from natural disasters and liabilities, such as a visitor injury, or damage to your personal property.

Inclusions and Exclusions – Specifications within the offer that detail the items to be included or excluded from the purchase of the property. Typical inclusions are appliances, window coverings, fixtures, and decorative pieces.

Lien – A claim or charge on property for payment of a debt. With a mortgage, the lender has the right to take the Title to your property if you don't make the mortgage payments.

Market Value – The amount a buyer would pay a seller for a home. An appraised value is an estimate of the current fair market value.

Mortgage Insurance – Purchased by the buyer to protect the lender in the event of default (typically for loans with less than 20% down). Available through a government agency like the Federal Housing Administration (FHA) or through private mortgage insurers (PMI).

Possession and Adjustment Dates – When the buyer takes possession as specified in contract of purchase and adjustments are made for prepaid taxes, maintenance fees, etc. They are usually the same date.

Possession Date – The date, as specified by the sales agreement, that the buyer can move into the property. Generally, it occurs within a couple days of the Closing Date.

Pre-Approval Letter – A letter from a mortgage lender indicating that a buyer qualifies for a mortgage of a specific amount. It also shows a home seller that you're a serious buyer.

Principal – The amount of money borrowed from a lender to buy a home, or the amount of the loan that has not yet been repaid. Does not include the interest paid to borrow.

Purchase Contract – A detailed written document which makes an offer to purchase a property, and may be amended several times in the process of negotiations. When signed by all parties involved in the sale, the Purchase Offer becomes a legally-binding sales agreement.*

Purchase Price – The amount that the buyer is offering to pay for the property, usually dependent on market conditions and may differ from the seller's current asking price. There is no "normal" amount or percentage that a price will differ from its asking price, as the final price will be determined by many factors, including the seller's motivation and how close the asking price is to actual "market value".

Terms – An offer includes certain "terms", which specify the total price offered and how the financing will be arranged, such as if you will arrange your own with a financial institution or mortgage broker or if you wish to take over the seller's mortgage (assumability).

Title – The right to, and the ownership of, property. A Title or Deed is sometimes used as proof of ownership of land. Clear title refers to a title that has no legal defects.

Title Insurance – Insurance policy that guarantees the accuracy of the title search and protects lenders and homeowners against legal problems with the title.

Title Search – A historical review of all legal documents relating to ownership of a property to determine if there have been any flaws in prior transfers of ownership or if there are any claims or encumbrances on the title to the property.

Truth-In-Lending Act (TILA) – Federal law that requires disclosure of a Truth-In-Lending statement for consumer loans. The statement includes a summary of the total cost of credit.

* The Purchase Offer and contract procedures vary by region.

MY COMMITMENT TO YOU

Our job is to get your home SOLD while taking the stress off your shoulders and walking you through the complicated selling process. It takes years of experience to navigate the twists and turns of the real estate process. For decades my team at Sutton Group Summit has specialized in selling homes and getting those tough deals to the closing table. Let us put those years of experience to work for you!

Pre-Sale Activities

- Research and determine the market value
- Prepare for signature all documentation and home warranty
- Home preparation consultation including list of trade professionals who can help prepare your home for sale
- Arrange and attend inspections (representing seller's interests)
- Develop disclosure packages

Maximum Exposure Marketing

- Order yard sign
- Take professional photos
- Create a virtual tour and post online
- Putlock box on your home
- Enter property listing on Multiple Listing Service (MLS)
- Enter property listing on the country's top real estate websites
- Create a compelling brochure highlighting the features of the home
- Create and distribute a Just Listed postcard
- Create and distribute an open house invitation to neighbours
- Promote to Agent network, announce at office
- Utilize Relocation Referral Network to promote your home to relocating buyers from around the country
- Call past client referrals
- Canvass the neighbourhood to invite people to the open house and alert buyers
- Submit ads to appropriate publications
- Host Broker's open house
- Host public open house
- Schedule showings and show property to potential buyers

Communication

- Provide feedback from showings
- Continuous monitoring of marketing results
- Communicate and consult with seller on a regular basis
- Respond quickly to all buyer inquiries
- Facilitate the flow of information between buyers and sellers
- Arrange showings when necessary

Negotiate Offers / Acceptance

- Schedule offer presentation with seller
- Present offer(s)
- Explain ramifications relating to terms
- Negotiate terms on behalf of seller
- Complete necessary paperwork
- Organize and tender copies of offer to appropriate parties for ratification

Negotiate Escrow

- Deliver completed contract to both parties involved in the contract
- Deliver completed contract to lender
- Deliver contracts to title company
- Resolve problems and challenges relating to property condition
- Coordinate appraisal appointment
- Arrange home warranty
- Complete necessary paperwork
- Negotiate actual occupancy
- Coordinate actual close date
- Coordinate and attend the closing
- Work with seller on organizing utility shut-off
- Work with several organizing moving and storage
- Attend buyer's final walkthrough
- Resolve any problems or challenges
- Deliver keys to new owners

After Escrow Follow Up

- Provide dose of escrow package with all supporting home sale documents
 - Work with seller to ensure the transition to new residence is smooth
 - Provide a list of trade professionals who can help with repairs or upgrades to your new home
 - Serve as a resource to your friends and family
- Redefining Full Service

TESTIMONIALS

I found Lakeisha to be very professional and extremely responsive. Whenever she promises to do something, it is always done. It was a pleasure working with her.



Lenward Holness

I had the pleasure of co-oping with Lakeisha on one of my recent listings. She proved to be very responsive and professional. While the average agent can handle straightforward transactions, it takes a skilled and poised agent to manage challenging transactions. LaKeisha demonstrated both poise and skill throughout what turned out to be a very challenging transaction due to a grossly undervalued appraisal. She maintained a professional and assertive posture at the height of stressful circumstances and represented her clients well. It should be noted that her clients were relocating to Georgia and were out of state the entire time, which added an even greater level of complexity. All in all, Lakeisha demonstrated that she is a strong agent and I would happily work with her again if given the opportunity.



Patrick Walters

Ms.Jones is very passionate about her job and the satisfaction of her clients. She goes above and beyond to make her clients get exactly what they want in their dream home. I was very happy to work with Ms.Jones and I will definitely recommend her to family and friends.



Spencer Robinson

I have had the opportunity to work with Lakeisha Jones a few times as the inspector for her clients she is very professional, straightforward, and just an easy person to work/communicate with highly recommended.



C.M Property Inspections LLC

Lakeisha was prompt, aggressive, professional, knowledgeable and motivated. She pursued the perfect "forever home" for us and did not compromise the price range or amenities that we were looking for. Thank you Lakeisha for all that you have done for our family.



Carl Roseboro

Check my
google and zillow
reviews

My Clients Say It
Best!



LOCAL KNOWLEDGE
★★★★★
PROCESS EXPERTISE
★★★★★

5 STAR RATING
★★★★★

RESPONSIVENESS
★★★★★
NEGOTIATION SKILLS
★★★★★

Thank you for taking the time to review my ultimate buyer's Presentation. I appreciate your time and effort. At the end of the day, good advice doesn't cost you, it pays you!

I look forward to being your trusted advisor.

LaKeisha Jones



LaKeisha Jones

PalmerHouse Properties

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Let's Connect on Social



KmarieRealtyCorp



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LaKeishaJonesRealtor