



Become Buyer Ready

- Understand your wants and needs
- Get pre-approved
 - Gives you a competitive edge to respond to opportunities
 - Helps you know how much you can afford
 - Ask your agent for a loan officer referral
- If you have a home to sell
 - Establish your net seller equity with a competitive market analysis
 - Follow the 5 steps to a successful home sale

House right, yard right, price right, marketing right, right agent



Real Time Home Search

- It's all on JohnLScott.com
 - All listings, all companies
 - Neighborhood Wizard – draw your search parameters on the map
 - Property Tracker – save your search preferences and favorite properties
 - Home Delivery – receive email alerts for “Just Listed” properties
 - Comparable sold home information



Purchase At The Right Price

- Develop a home purchase price and negotiation strategy with your agent
 - Have your agent do a buyer CMA on your selected property
 - Review the month's supply of homes in your area and price range



The Right Agent Makes A Difference

- Your agent is your trusted real estate advisor
 - Finding the right home
 - Professional service
 - Highly competent
 - Your advocate
 - Experiential market knowledge
 - Expert negotiator
 - Timely client communication
 - Your personal consultant



Successful Transaction

- The full service real estate experience – from start to close
 - Presenting purchase and sale agreements
 - Financing options
 - Review contingencies, inspections, appraisal and title
 - Interact with settlement service providers
 - Complete successful transaction