**WHAT IS MY VALUE AS A BUYER AGENT? HOW DO I EXPLAIN AND SELL MY VALUE AS A BUYER AGENT?**

***PARTIAL LIST***

1. I will explain the process of buying to you. This is a process that on average, involves 25-30 different service providers and negotiations with those providers. I will be the person that handles this and explains this to you.
2. I will help you get prequalified with a reputable lender that has positive reviews from previous clients and practices ethical lending. I will help you determine which program and fees may best work for your situation and help you sift through the information that you may have found online about bank loans. Did you know that mortgage loans now qualify the property as well as the buyer? I wont waste your time getting your hopes up on a home that wont get approval from your lender.
3. I will search homes through ALL real estate companies as well as FSBO’s to ensure that you have a variety of homes to choose from and consider.
4. I will help you determine what your NON negotiables are so that we wont waste your time or get your hopes up showing you properties that don’t truly suit your needs.
5. I have access to 5 MLS associations so that we can ensure we have done a comprehensive search of ALL companies that have listings that might suit your needs.
6. I will walk through all of these homes with you, making notes as to what you like, dislike and any information that you share with me that would come in handy during your final considerations. There are things that Realtors notice that buyers may not notice initially.
7. I will prepare a thorough pricing strategy for you as well as help you understand what the resale potential of this home will be should you ever decide to sell. I will make sure that you feel comfortable with the values you are offering and will make sure all questions are answered.
8. I will prepare the offer on your behalf advising and explaining the due diligence money, earnest money, due diligence period, settlement date, what your obligations and rights are and what everything on these documents really means for you.
9. I will negotiate in a fair and ethical manner keeping your goals front of mind and ensuring that your goals are met. There are so many details to real estate, and it isn’t possible for a buyer to understand such a complicated process without the help of an advocate for their needs.
10. I will make sure you understand the timeline of events that is getting ready to unfold, ensuring that our discovery phase (due diligence phase) takes place in the necessary time frame to protect your earnest money. I will make sure the inspectors and all parties involved in this transaction understand our timeline and work towards our common goal.
11. I will help you negotiate through the process of making your offer contingent on the sale of your home OR will help you make a smooth transition from your rental to your new home making sure that things such as personal property and fixtures are explained thoroughly so that you have a clear picture of the cost associated with buying this home, moving into this home and getting it ready for occupancy.
12. Once the offer is accepted, we will have the home inspected by LICENSED or qualified inspectors of your choice. We want to make sure that the mechanics, systems and foundation of the home as well as pest inspections, septic and water tests, plumbing, electrical, etc are all checked out and functioning in a manner we expect. We will also try and get a home warranty added to the home if this ends up being beneficial for you.
13. Once we receive the inspections back in writing, and have time to review and speak with our inspector, we will determine if there are items that are in need of repair. If we determine that there is a major problem that is a dealbreaker, then we will terminate the contract immediately making sure we preserve your earnest money. We will get estimates for the items that need repairs by a quality or licensed individual so that we understand the cost behind doing the repair correctly. We will then ask the seller to pay for these repairs and provide PROOF that these repairs were done correctly and in a quality manner. We will also ensure that the seller PAYS for these repairs. We will also try and get guarantees for this work when possible.
14. I will also stay in touch with your lender WEEKLY to ensure that our timeline for closing will not change and that the appraiser and clear to close all happen in a timely manner. Should the lender share with us that we need to move the closing we will have to make plans immediately for things like this to ensure movers, utilities, etc are handled.
15. I will also schedule your closing through a licensed NC Real Estate attorney. This attorney will conduct a 40 year chain of title search. This will ensure that you are not assuming judgements or liens that might be tied to this property. The attorney will also review your loan documents to ensure that you are working with a fair and ethical lender. The attorney will also ensure that you get title insurance to cover any title defects or disputes that might reveal themselves post closing. The attorney will ensure that you get a clear title at closing!
16. I will do a final walkthrough of the property with you. We want to ensure that the property is in the same, or better, condition than it was on the date of the offer (reasonable wear and tear excepted). We also want to make sure that any personal property/fixtures we agreed to are still present and in good condition.
17. I will attend closing with you so that I can answer any questions you may have and help you through the process.
18. I will then PROUDLY hand you the keys to your new home!

***HOW DOES BEING AN ROG AGENT ADD TO THIS? OUR TECHNOLOGY MAKES IT EVEN BETTER!***

1. SKYSLOPE: THIS ENSURES THAT WE ARE IN COMPLIANCE WITH ALL FORMS AND SIGNATURES AS NEEDED TO MAKE SURE WE HAVE A LEGAL BINDING AND ENFORECEABLE CONTRACT AND THAT ALL PARTIES ARE PROTECTED BY THE VERBIAGE WITHIN THESE DOCUMENTS.
2. MOXI PRESENT: THIS SYSTEM WILL ENABLE ME TO PRODUCE A TRULY DYNAMIC FINANCIAL REVIEW OF THE HOMES THAT HAVE RECENTLY SOLD NEAR THE ONE YOU HAVE INTEREST IN. I WILL ALSO BE ABLE TO SHOW YOU WHAT OTHER HOMES NEARBY ARE LISTED FOR. THIS INFORMATION WILL BE USEFUL TO SOMEONE MAKING AN INFORMED DECISION.
3. ONE APP: THIS IS MY FREE APP THAT WILL KEEP YOU IN THE CONSTANT LOOP OF NEW LISTINGS, PRICE REDUCTIONS, OPEN HOUSES, ETC. IF I HAPPEN TO BE SHOWING PROPERTY, YOU WONT MISS OUT ON THE NEW LISTING THAT JUST POPPED INTO THE SYSTEM!
4. IF YOU ARE INTERESTED IN NEW CONSTRUCTION PROPERTIES, I CAN TELL YOU ABOUT NEW CONSTRUCTION OPPORTUNITIES BEFORE THEY EVER HIT MLS! THANKS TO OUR NEW HOME CONSTRUCTION PORTAL!
5. VIDEOLICIOUS VIDEO APP: THIS WILL ENABLE ME TO SEND YOU QUICK UPDATES VIA VIDEO TO LET YOU KNOW HOW THINGS ARE PROGRESSING AND WHAT TO EXPECT NEXT!
6. MOVE EASY: ONCE WE GO UNDER CONTRACT WITH A HOME, THIS CONCIERGE SERVICE WILL REACH OUT TO YOU TO HELP YOU CHANGE YOUR UTILITES, CHANGE YOUR ADDRESS, HIRE MOVERS, GET DISCOUNT CODES FOR NEW SERVICES, ETC. WITHOUT EVER LEAVING YOUR HOME!
7. MOVE GURU: THIS WILL PROVIDE CUSTOMIZED DISCOUNT OFFERS TO YOU FOR 12+ MONTHS AFTER CLOSING. THIS WILL GIVE YOU DISCOUNT CODES FOR PAINTING, HVAC, PLUMBERS, GROCERY STORES, ROOFERS, LANDSCAPERS, ELECTRICIANS, ETC—IF IT IS INVOLVED WITH HOMEOWNERSHIP THEN WE WILL BE SENDING YOU SOME AWESOME DISCOUNTS TO SAVE MONEY!
8. HOMEKEEPR: THIS WILL BE A FREE APP THAT YOU DOWNLOAD THAT GIVES YOU ACCESS TO ALL OF MY TRIED AND TRUE SERVICE PROVIDERS SO THAT AS YOU NEED THINGS DONE AT YOUR NEW HOME, THEY ARE ONLY ONE CLICK AWAY! ALSO THIS APP WILL REMIND YOU TO CHANGE YOUR FILTERS, REPLACE PARTS, RENEW WARRANTIES AND HAVE OWNERS MANUALS READY WITH THE CLICK OF A BUTTON!
9. WE ARE A MEMBER OF CIRCLEPIX WHICH ALLOWS US TO MAKE INSTANT POSTS TO OUR SOCIAL MEDIA NETWORKS TO FIND POCKET LISTINGS THAT ARE NOT ON THE ACTIVE MARKET BUT THAT MIGHT SUIT YOUR NEEDS. THIS WAY, IF WE CANT FIND YOU WHAT YOU ARE LOOKING FOR, WE CAN START TRYING OTHER AVENUES THAT OUR TECHNOLOGY ALLOWS US THE FREEDOM AND ABILITY TO DO!
10. WE HAVE ACCESS TO 5 MLS ASSOCIATIONS SO THAT WE CAN MANY TIMES HELP YOU MOVE TO OTHER LOCATIONS WITHOUT HAVING TO REFER YOU TO A DIFFERENT AGENT THAT YOU HAVE NEVER WORKED WITH BEFORE! WE ARE ALSO A NATIONAL BRAND THAT HAS OFFICES IN 35 STATES! THEREFORE IF WE DO END UP HAVING TO REFER YOU TO ANOTHER AGENT IN ANOTHER STATE, YOU CAN COUNT ON THE SAME LEVEL OF PROFESSIONALISM AND SERVICE FROM THOSE AGENTS AS WELL!