

# The Agent Bob Sells Team VIP Buyer Presentation



**Making Your Home Buying Dreams Come True!**

# As Home-buying Specialist..

## We Will Help You:

- Find the best home for your needs.
- Negotiate the lowest price.
- Secure the best financing.
- Meet your home buying needs  
- with the least amount of hassle.

*And None of Our Services  
Cost You a Penny!*

# The ABC's of Real Estate Service

## (What Most Realtors Do)

- **A**dvertise Homes In Order to Get You to Call Them
- **B**eg You to Come In and Talk With Them
- **C**hoose a Bunch of Homes They Think You Will Like
- **D**rive You From House to House Showing You Dozens of Homes
- **E**ncourage You to Make an Offer on Every House You See
- **F**eel Frustrated Because the Homes Selected are not to Your Liking
- **G**et on Their Knees and Pray You Will Buy Something After All Their Hard Work

# Our Home Buying System...

## *Focuses on Your Needs*

**Step 1.** Find Out How Much Home You Can Afford (by helping you get **FREE Home Loan Pre-Approval**)

**Step 2.** Send You Information on Homes That Match Your Criteria (our **V.I.P. Buyer Service**)

**Step 3.** Help You Get the Home You Want Using Our **Specialized Knowledge, Innovative Consumer Programs, and Team Support**

# Step 1 – Home Loan Pre-Approval



How  
Much  
House  
Can You  
Afford?

# Three Key Benefits to Loan Pre-Approval

1. You Know Exactly How Much Home You Can Afford (*eliminates wasted time looking at homes that are under or over your price range*)
2. You Get the Best Financing (*lowest rate, down payment, monthly payment, cash out of pocket for costs, etc.*)
3. You Can Make a Stronger Offer (*You get the power of immediate action; you can beat out other buyers, and we can negotiate the lowest price and terms*)

# Consider These Two Offers

## Buyer A

(You, with a pre-approved Home Loan)

Closing is Only conditional upon lender's basic loan requirements

## Buyer B

(Another buyer who is NOT pre-approved)

Conditional Upon Applying for AND Obtaining Financing (if at all)

Which Offer Would You Accept?





# Pre-Approval is Easy as 1-2-3

1. Your FICO score is analyzed
2. Financial Details Are Verified
3. All Information is Forwarded to the Underwriter for Approval



# You Are Approved!

- ✓ **Good Faith Estimate**
- ✓ **Lender Letter of Pre-Approval**



# Step 2- VIP Buyer Service

Style?

# Bedrooms?

Location?

# Baths?

Garage?

Age?

Schools?

# Instant MLS Access



**The **MLS** offers ALL  
homes for sale ALL  
real estate companies  
that you can choose  
from**

# How Most Realtors Pick Out Houses:



1. They make a random search through the MLS
  2. They pick 6-8 homes
  3. They try to sell you one of them
- *In other words, the **WRONG** person is deciding which homes you'll see*

# How our VIP Buyer Service Works...

1. Your **home buying criteria** is entered into our **custom computer** database
2. Every evening, we search the MLS to find **homes that match your specific criteria**
3. We **only send you the homes** that match your criteria
4. You can **pick the homes you like and drive by them**
5. When you see a home you want to look at give us a call, **we'll arrange a showing**
6. You are under **NO pressure to buy**

**We put YOU in control**

# All Hot NEW Listings Emailed To You Daily

22394 E Lake Pl Centennial Currently For Sale \$283,100

MLS# 399127 | Beds 5 | Baths 3 | Sqft 2448 | [Show Map](#) | [Details](#) | [Request Info](#)



Newer Home In Pristine Shape - Finish The Basement For Even More Space And Give It A Fresh Coat Of Paint - Sold In 'as-Is' Condition. Prior To Submitting An Offer Call Fax On Deamdn For Instructions And Bank Addendums.

2644 S Flanders Ct Aurora Currently For Sale \$289,000

MLS# 379780 | Beds 4 | Baths 3 | Sqft 2064 | [Show Map](#) | [Details](#) | [Request Info](#) | [More Pics](#)



Wow-wd Floor, Upgraded Carpet, Maple Cabinets Large Yard, Wired For Surround Sound, Port- Able Kitchen Island, Cul-De-Sac 4th Bedroom Or Study On 1st Floor, Open Floor Plan, Great Neighbors, Mt Views, A Wonderful Home, Just Move In And Enjoy!

19219 E Berry Pl Aurora Currently For Sale \$300,000

MLS# 397064 | Beds 4 | Baths 3 | Sqft 2321 | [Show Map](#) | [Details](#) | [Request Info](#)



Large Home. Nice Area And Nice Yard. Must Ok With Lender. Short Sale. Priced Well. Needs Paint. Sold As Is. Seller Won't Do Any Repair. Priced Accordingly.

16174 Willowstone St Parker Currently For Sale \$272,000

MLS# 381671 | Beds 3 | Baths 3 | Sqft 2002 | [Show Map](#) | [Details](#) | [Request Info](#)



Hud Home, Sold 'as Is' By Elect. Bid Only. Fha #052-338577 Avail. 07-28-06 Bids Due On Or By 08-01-06 @11:59pm Or Til Sold. No Lb, Borrow Or Buy Key From L/O \$2. \*\*Per Hud 2.50 Baths\*\*

The list  
Includes ALL...

Bank Sales and  
Foreclosures

“Regular”  
Listings

“Short Sales”

HUD Homes

# YOU are in control which means...

- 1. NO MORE...**  
Searching through the paper, looking at homes that may already be sold → You get **AUTOMATIC** access to hot new listings **BEFORE** other buyers
- 2. NO MORE...**  
Wasted time viewing homes a real estate agent has picked out that don't interest you → You only receive homes that match *your* criteria and **YOU** pick the homes you want to see
- 3. NO MORE...**  
Pressure (most agents pick 6-8 homes and try to sell you one of them) → You pick out as many homes as you want to see (there's never any pressure to buy)
- 4. NO MORE...**  
Overpaying for the home you want → Because you are there first, you can often secure a lower price



# What to do if YOU find the homes

- 1.** If you see a home you like, feel free to call for information but always tell the agent that you're working with us (*this will prevent you from being hounded by the other agents with questions and sales pitches*)
- 2.** Get the price and (if available) MLS number and we'll send you complete information.
- 3.** If you see a house you want to look at, **always** call **US** for appointments (for your negotiating protection, do not contact the seller directly)

# Step 3- Specialized Knowledge

**Every year, our Team  
helps many families  
buy and sell homes  
across the Metro  
Atlanta area.**

**Why not use our  
experience to benefit  
you?**

# When you find the Right Home...

## We Will...

- **Prepare an offer** that meets *your* needs
- **Present the offer** on *your* behalf
- **Negotiate** all terms and conditions of the offer in *your* best interest

# Innovative Consumer Programs

**We offer exciting  
benefits and rewards to  
our Team Clients**

# \$5,000 Cash Savings Guarantee

## \$5,000 Cash Savings Buyer Guarantee Certificate

As a VIP Buyer, we guarantee that when you find the home you want to purchase, we will negotiate the price and/or terms on your behalf so that you benefit at least \$5,000 (off the list price, i.e., the price listed in the Multiple Listing Service or in \*gift money (when using an FHA loan), or other monetary value that offsets your closing costs and/or cash out-of-pocket for closing cost), or we will pay you up to \$1,000 difference at the closing and funding of the sale.

### Conditions:

- You will obtain written pre-approval for a home loan from a recommended lending institution within 5 days of the date of this guarantee and will provide the pre-approval to the Broker in writing. \*In order to be eligible to receive gift money you must obtain a pre-approval from a lender that participates with down payment assistance/gift money programs for qualifying FHA loans.
- The listed price of the home you purchase will be at least \$150,000.
- This guarantee applies to homes listed by real estate brokerages in the FMLS/GAMLS (multiple listing services) wherein we will act as your Buyer's Agent(s) and when we collect our full success fee as outlined in the Buyer Agency Agreement.
- This guarantee will be considered to be met if Buyer purchase a new construction home and receives at least \$5,000 worth of benefits from the builder or the builder's lender in either incentives, closing costs, price reductions or otherwise.
- We will act as a Transaction Broker when negotiating homes listed by The Agent Bob Sells Team. For these homes, our goal will be to do our best to bring buyer and seller together to find a price that is fair for both. In this case, the guarantee will not apply.
- If Buyer for any reason does not direct broker to negotiate for at least \$5,000 benefit to Buyer (as listed above), then this offer does not apply.

Equity positions in property are not guaranteed and broker is not making any representation or guarantee as to the future value of any property purchase by buyer. At the time of offer on any property, broker will provide buyer with a current market analysis illustrating what homes in the neighborhood are selling for more than \$5,000 over the contract price, then the guarantee will be considered fulfilled by Broker, regardless of the terms of the contract. Broker cannot guarantee any subsequent price appreciation on any property.

We reserve the right to change the terms of this offer or discontinue this offer at any time.

# \$0 Commission Sale Guarantee

## \$0 Commission Sale Guarantee

Not satisfied with your home purchase? If you purchase a home with the Agent Bob Sells Team and you are not satisfied with the property within the first year of ownership, we will assist you to sell that home under these terms:

- Your property must be sold and closed within a one-year period from the date of your purchase.
- You must price your property within the comparable sold price limits for comparable home sales in your neighborhood.
- We will charge 5% commission to sell your property, which includes a 3% cooperating commission.
- You will be reimbursed the commissions paid on the sale such that Agent Bob Sells team receives \$0 commission for the real estate brokerage services to sell your property. This reimbursement will take place upon your purchase of another property with the Agent Bob Sells Team under a Buyer Agency Agreement.
- The subsequent home purchase must be listed in the FMLS or GMLS and be within the Metro Atlanta area.
- You must pay up-front marketing cost to our team courier/marketing assistant of \$299 at the time of listing.

We reserve the right to change the terms of this offer or discontinue this offer at any time.

# Free One-Year Home Warranty



We **guarantee** that we will get a **one-year home warranty** policy on your home purchase

Either we will **negotiate** that the Seller purchase the policy or we will **buy it for you ourselves!**

# Team Support

Other Agents



The Agent Bob  
Sells Team



# Our Team Supports Us, so we can support YOU!



**Bob Southard**  
Team Leader



**Barbara Southard**  
Office Manager  
Loan Officer



**Scott Fairbairn**  
Buyers  
Representative



**Alicia Baker**  
Design  
Coordinator

When you hire the *Agent Bob Sells Team*,  
You Get our Entire TEAM of Specialist

# After Sales Services

- FREE Quarterly market analysis update via email
- Phone and Email support
- Monthly tips via email on real estate matters

# Refer-A-Friend

We build our business on referrals and would appreciate your help.

If you feel we have done an exceptional job in assisting you with your home purchase, please refer a friend, associate or family member to our Team

**Because our  
services  
are Free to you**



**All We Ask  
on Return is  
Your  
Loyalty**



# Benefits of Buyer Agency

Our Entire TEAM works for you

We negotiate, advocate, and work  
only for you

WE prepare market analyses and  
prepare contracts with your  
interests in mind at all times

We represent you as a CLIENT on  
HUD homes, bank sales, FSBO's,  
and on New Construction

# Buyer Services Guarantee



## Agent Bob Sells Team Buyer Services Guarantee



To assist you in acquiring the property that you desire, The Agent Bob Sells Team, guarantee to provide you with these 20 important home buying services.

**1. Buyer Counseling Session** – WE WILL conduct a home buyer counseling session to discuss your needs and goals, and to plan the search for your property.

**2. Brokerage Relationship** - WE WILL discuss agency alternative for you and the sellers.

**3. Buyer Representation Agreement** - WE WILL present and explain to you the representative agreement, and the special services and benefits it offers.

**4. Financing Pre-Qualification** – WE WILL offer to arrange for a pre-approval appointment with a recommended lender to identify your range of affordability and to increase your negotiating strength.

**5. Estimate of funds Required** – WE WILL ensure your lender provides you with a preliminary estimate of closing costs and down payment requirements (a Good Faith Estimate) anticipated in the transaction.

**6. Property Search** – WE WILL present your property – search criteria to my associates. Our goal is to present you, when possible, with properties before they appear or as they debut on the open market.

**7. Property Showing** – WE WILL show you all the multiple listing service properties that meet the purchase criteria you have selected that you are interested in viewing.

**8. VIP Buyer Service** – WE WILL enter your criteria into our special database to ensure you receive HOT NEW LISTINGS first so you can beat out other buyers to the deals and WE WILL provide the listings to you via email.

**9. Appraisal Contingency** – WE WILL explain to you the option of an appraisal contingency.

**10. Home Warranty** – WE WILL explain to you the option of a Home Warranty plan to reduce your risk of repair when purchasing property...in fact, The Agent Bob Sells Team will guarantee to negotiate a home warranty for you or we will pay for it ourselves!

**11. Property Disclosure** – WE WILL review with you all the inspection reports, disclosures and other available documents pertaining to the condition of the property.

**12. Offer Preparation** – WE WILL prepare a written offer on the property you choose to purchase with terms approved by you.

**13. Offer Presentation** – WE WILL endeavor to present your purchase offer to the listing agent in a quick and expedient manner.

**14. Professional Inspections** – WE WILL recommend that you obtain appropriate professional inspections of the property and facilitate arrangement as requested.

**15. Professional Inspection and Seller Disclosure Remedies** – WE WILL assist you should you request the seller to remedy items you specify after you review the seller disclosures and the professional inspections reports as your purchase contract specifies.

**16. Transaction Coordination** – WE WILL monitor and keep you informed of the progress of the transaction through closing.

**17. Final Walk-through Inspection** – WE WILL arrange for an inspection of the property (walkthrough) before closing. If one is provided for in the purchase contract, WE will assist you in dealing with any issues identified during the inspection.

**18. Closing** – WE WILL attend closing with you to assist you in making sure that all closing documents are in order.

**19. After-Sale Service** – WE WILL contact you after the closing to follow up on remaining details or service needs.

**20. Introduce you to our Refer-a-Friend program** – WE WILL ask for your assistance in helping our Team to build our business through your generous referrals to our professional real estate serves for your friends, associates, and family members. If you feel we have done an exceptional job in assisting you, we ask that you help us build future sales.

This Buyer Services Guarantee is the commitment that The Agent Bob Sells Team will perform the services as stated above as part of your representation agreement.

If you have entered into an Exclusive Right-To-Buy Contract (Buyer Agency), should we not perform the services as stated above, you are entitled to terminate the agreement. Written termination notice must state the reason(s) for termination and must be presented by you, in person, directly to Bob Southard. You agree to provide The Agent Bob Sells Team with an opportunity to correct the situation within a 24-hour period following the delivery of the termination notice. If, during the terms of this agreement, you have any questions, you may reach Bob Southard, Team Leader at 770-656-9134.

# Client Testimonials



People ARE Talking!

*I don't think we could have done it without you. We **OWN** our own home thanks to you and your hard work. Thanks so very much.*

Chris and Rhonda Pearman  
Douglasville, Ga.

*Russ is self employed so we were worried that the mortgage process might be difficult. Bob and his team was great to work with and the entire process was very smooth. We are now proud homeowners!*

Russ and Lori Owens  
Dallas, Ga.

*Thanks for putting up with us these months. We love the house ... thank you so much Bob.*

Earnest and Sonya Davidson  
Marietta, Ga.

*He was available to us at anytime and made us feel like we were his only clients. We would highly recommend him to anyone looking to buy a home.*

Charlie and Stephanie Reddick  
Dallas, Ga.