KANSAS CITY NORTH
KELLERWILLIAMS.
Each Office Independently Owned & Operated

The Guide to Buying

NELSON
HOME GROUP
• A VETERAN OWNED BUSINESS •

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Top 1% of all Kansas City metro realtors

VISION

Nelson Home Group has put together a team of dedicated professional buyer specialists. We go above and beyond the normal activities required to buy a property. Our goal is to deliver the most memorable home buying or selling experience without exception. We work diligently to help you buy your new home at the best price in the shortest amount of time.

PURPOSE

The purpose of this consultation is to provide the information you need to help you select the most qualified person and company that will best represent you in buying your home. We hope that after reviewing this material, you'll have a clearer understanding of how much we value your business.

MISSION

Our mission is to be a team of dedicated professionals, committed to serving families and creating relationships centered on defining moments. Working together, we will achieve your goals in this endeavor. We truly appreciate, and consider it an honor, to have an opportunity to interview for the position of your Realtor.

We appreciate the opportunity to also show you our superior marketing and service. Please take the time to read the testimonials from our past clients and find out why most of our business comes from referrals. A referral is the highest compliment we can receive. That's why we perform outstanding, exceptional work during each and every transaction to earn them. We will strive to serve you beyond your expectations. We look forward to working with you!

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MEET
THE TEAM

When you hire Nelson Home Group, you get more than one agent who is trying to be all things to all people.

You will have a dedicated buyer specialist - your own personal shopper! Their job is to make sure you are educated throughout the process. If your agent goes on vacation or is tied up elsewhere, fear not! We cover each other, so you will never feel neglected. Need utility information? Need to schedule the home inspector? Your client care manager will dot every i and cross every t. We are ALL here working for YOU!

Joe Nelson
Team Lead

Jarred Donalson
Lead Sales Manager

Cassandra Bond
Client Care Manager

Stacy Williams
Client Care Manager

Shelby Adkins
Marketing Manager

Nelson Home Group has helped over 1,000 families with their real estate needs.

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WHY HIRE NELSON HOME GROUP?

Buying a new home is often more than just a financial decision, it can be an emotional one as well. That's why it is so important to choose the right real estate representative, one who is not just a "salesperson" trying to sell you something. Instead look for someone who will help you achieve your goals.

The lone-agent concept just doesn't get the job done in today's marketplace. Nelson Home Group is dedicated to providing the best real estate service and advice.

Working as a team, we always provide full service to our clients. The team approach provides top-dollar value for the same price as a single agent.

We are not a "Jack of all trades, master of none." We operate under the "Jack of one trade, who has mastered it well" philosophy. We use unity and strength to serve you. We strive to protect you and your home investment. We always watch out for your best interest. We work together to achieve one common goal, which is your complete satisfaction!

In order to do this successfully, your full-service real estate representative must be:

- Your Property Specialist
- Your Transaction Coordinator
- Your Real Estate Professional
- Your Community Consultant
- Your Experienced Negotiator
- Your Trusted Advisor and Consultant

WHAT YOU GET WITH **NELSON HOME GROUP**

Expertise

Our expertise of the local housing market is unmatched. We make it a priority to always stay up to date with the current trends of the market in the Kansas City Metro.

Satisfaction Guarantee

Our business is built on happy clients. Therefore, our relationship is dependent on not only meeting and exceeding your needs, but also doing everything possible to know the issues before they are issues. We must work to earn your business every day and it is our guarantee that we will! If at any point we are not exceeding your expectations, we want to know. We strive to build relationships that last long beyond the closing table!

Communication

Your needs always come first. We will provide the service you need and communicate in the ways that work for you, whether once a week, once a day, by phone, email or text. That's how we'll do it. You will always be kept in the loop. From the first door we walk through, all the way to the closing table, you'll know the status of your purchase and we will answer many of your questions before you even realize you have them.

Availability

As a buyer, your main priority is seeing the houses you want to see when you want to see them. Our team will be available to accommodate the fast paced market. We will make sure we do everything we can to beat the other buyers to the negotiation table by being available to show homes as quickly as possible.

Negotiating

Nelson Home Group has been a strong negotiator since we began in 2017, earning us a spot in the top 1% of all Kansas City metro realtors. We will ensure you get the most favorable terms possible, as quickly as possible.

Experience

The complexities of your real estate transaction will be well handled. Smoothing the way for you to choose the perfect home and make the offer, we will remove many potential challenges before they have the opportunity to appear.

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YOUR COMMITMENT TO US

We have explained in depth the advantages of working with Nelson Home Group as your exclusive Realtor.

In return we ask you:

1. To communicate responsibly and honestly.
2. To willingly provide pertinent information as needed.
3. To promptly inform us of changes in timing, requirements, or other critical information that may affect our service commitment to you.
4. To submit a loan application and all lender-required information within the time frames of the contract when financing.
5. To enter into contracts in good faith and make every effort to adhere to all negotiated contingencies.
6. To inform all other real estate agents that you are represented by us.

READY
TO BUY?

Answer these four questions

If you answer yes to all of them, you are ready to buy a home.

1

DO YOU HAVE A STEADY, RELIABLE INCOME?

We appreciate the opportunity to show you our In other words, have you been employed on a regular basis for the last two years, and do you expect to maintain your employment?

2

DO YOU HAVE MONEY SAVED UP FOR A DOWN PAYMENT AND CLOSING COST?

Many home buyers think that a down payment of 20% is needed. It's not. Many loans exist today that allow buyers to put down 10% to as little as 0% on the purchase of a home. Closing costs will vary from $4,000 - $7,000, depending on location and sale price of the home.

3

DO YOU HAVE A QUALIFYING CREDIT SCORE?

Have you made regular, on-time payments? If not, read on - there is still hope.

4

CAN YOU PAY THE MORTGAGE EACH MONTH?

As well as additional costs that go along with homeownership, such as taxes, insurance, and maintenance?

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BUYER AGENCY **RELATIONSHIP**

Missouri and Kansas require signed agency for representation during a real estate transaction.

We work with our buyers strictly in a Buyer Agency Relationship. What does this mean to you? This means we are working strictly for you, our buyer, in your best interest!

To provide unsurpassed service to help you buy your home at a fair market price, in the shortest time, with the least amount of headache and inconvenience to you, we will:

- Explain real estate agency relationships.
- Maintain communication during the term of the agreement.
- Familiarize you with current market conditions.
- Provide helpful community data.
- Explain local real estate practices and procedures.
- Provide information on lenders and financing alternatives.
- Search the local Multiple Listing Service for suitable properties.
- Coordinate appointments and show all properties of interest, whether the properties are our listings or not.
- Provide relevant market data as to fair market value of homes.
- Disclose all known material defects of the property.
- Deliver State required Property Disclosure forms.
- Carefully explain and prepare Offer to Purchase forms.
- Strive to obtain the best possible price and terms for you.
- Explain post-purchase activities and responsibilities.
- Keep confidential any information that you designate in writing as confidential.

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PREPARING FOR THE **FINANCING PROCESS**

Get pre-approved

Most real estate agents and lenders highly recommend that you, as a home buyer, get pre-approved with a lender before selecting a home for purchase. This way, you will have the best information about the right price range for your pocketbook.

9 Great Reasons to Get Pre-Approved:

1. Pre-approval determines which loan program best fits your needs.
2. You won't waste time considering homes you cannot afford.
3. You are ready to write and present an offer on the home you really want when you find it.
4. Your buyer specialist can give the seller a pre-approval letter for you.
5. In today's market, with multiple offers on properties, pre-approval puts you in a much better negotiating position.
6. You will know the amount needed for down payment and closing costs.
7. If you are a first-time buyer, you may qualify for a special first-time buyer program that may allow you to afford more home for your money.
8. If you feel you would like and can afford a higher mortgage payment, other options may be available.
9. Peace of mind.

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WHAT WILL THIS COST ME **AND WHEN?**

EARNEST MONEY DEPOSIT (EMD)

$1,000-5%

Due upon fully executed sale contract. This is part of the down payment, not an extra fee.

INSPECTIONS

$500-$900

Due at time of inspections, usually within first week of accepted contract, paid directly to the inspector.

APPRAISAL

$500-$700

Due when ordering appraisal, paid to lender, usually 5-15 days after contract.

CLOSING COSTS

$4,500-$7,000

Due at closing, ask lender for a loan estimate at pre-approval stage for closer estimated amount

DOWN PAYMENT

0%-20%

Minus EMD, Due at closing, depends on loan type and your financial situation

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MAKING AN **OFFER**

You found the house of your dreams, now we make an offer! Here are the general steps we will follow:

1. First, we will review the Seller's Disclosure to determine the condition of the home.
2. Next, we will provide you with a market analysis of the property. (How much is it really worth?)
3. Then, we will need to discuss terms that you would like to offer. (Offer price, amount of earnest money deposit, closing date, seller paid closing costs, seller paid home warranty, etc.)
4. Resale EMD is usually between $1,000 and 1% of the purchase price. New construction EMD is usually a nonrefundable percentage determined by the builder between 3-5% of the purchase price this money must be available at the time we write the contract! This is not an extra fee, it is cash toward closing.

MAKING AN
OFFER CONTINUED

5. The seller can accept your offer, decline it, or counter with their terms.

6. If the seller counters, you will have the same options as above to respond with.

7. Once both parties have agreed, the deal must be in writing to be considered finalized. Remember, these are legally binding contracts, so if you have any questions, ask them now!

8. As mentioned previously, your Earnest Money Deposit will now be deposited.

9. If we do come to an agreement, it is important that you refrain from purchasing any large items (no cars, no boats, NO FURNITURE, NO CARPET DOWN PAYMENTS, etc.) Purchasing any large items could cause you to no longer be qualified for your loan. If you need to buy something large, check with your lender first!

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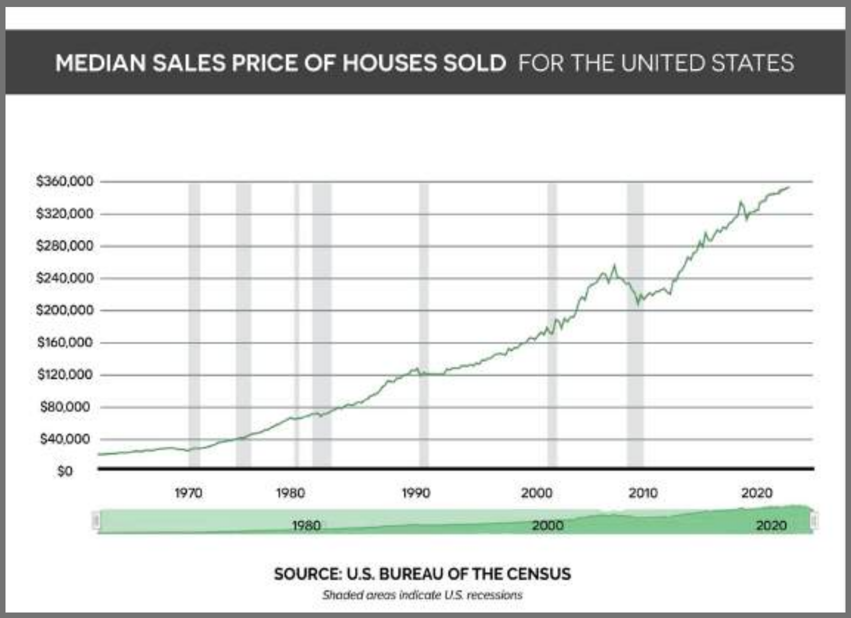
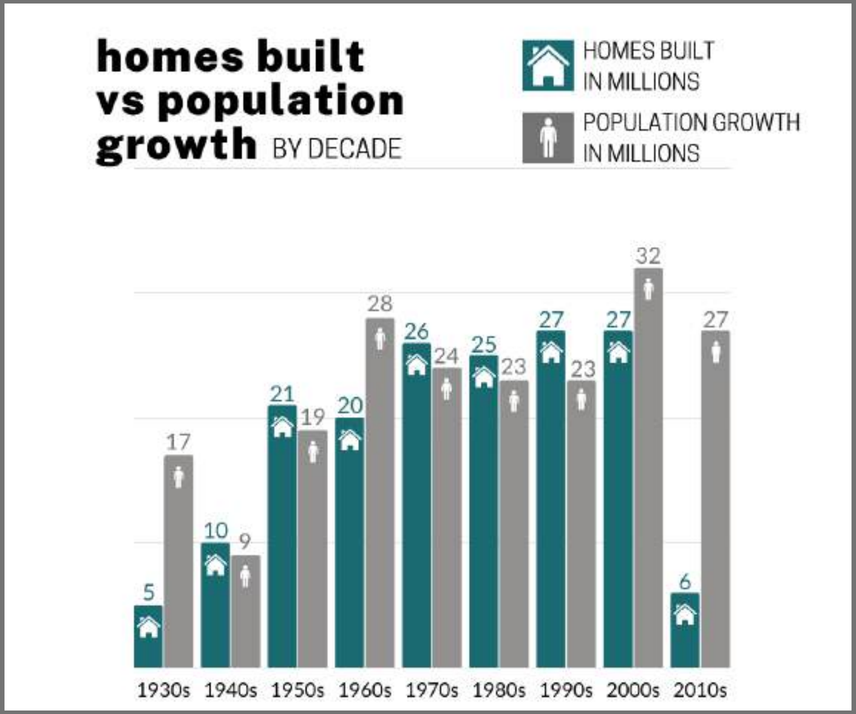
MARKET RESEARCH





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NAVIGATING **MULTIPLE OFFERS**

In multiple offers the best thing you can do is beat everyone else to the punch and remove every contingency you possibly can.

A Consider writing offers on homes prior to showing, even before they hit the market, so we don't miss out!

B Inspections: Submit an "In Its Present Condition Addendum." Unless a previous inspection is available, we do not recommend waiving inspections completely. We do however recommend waiving your right to renegotiate after inspections, it's either take it or leave it. You can also reduce the number of days you have to accomplish inspections.

C Appraisal: Offer to pay as much as you can in cash above appraised value, up to contract price. This would be in addition to your down payment and closing costs. You could waive the appraisal entirely, difference between your offer price and list price, or any other amount you're able to do. We will require proof of funds with the offer.

D Loan approval: Work with your lender to get your loan underwriting done prior to making an offer and deliver your loan approval to the seller.

E Earnest Deposit: Consider offering a non-refundable earnest deposit directly to the seller upon a signed contract. Usually $500-$1,000. You won't get this back if you cancel, not matter the reason, including for inspections.

F Earnest Deposit: Offer a higher refundable earnest deposit, ideally 1-2%.

G Love Letters: Our broker does not recommend these letters due to potential fair housing violations. We cannot promise the listing agent will present, but if you prefer to write one, we will pass it along.

THE HOME **INSPECTION**

Most buyers choose to have home inspections done at their expense when purchasing their new home.

1

HOW LONG DOES THIS PROCESS TAKE?

Time is limited (per contract terms), so finding an inspector who will do so in a timely manner and provides detailed reports, can be very important.

Typically, you will have 10 calendar days to conduct inspections, review reports and let the seller know if you:

- accept the property as-is,
- want to renegotiate price/terms,
- request repairs
- or even cancel the contract.

There are other time frames involved with this and they are VERY important which is why having an amazing agent is so important. We will help keep things on track and on time!

2

HOW MUCH WILL AN INSPECTION COST?

Payment is due at the time the inspection is conducted. Typical costs are approximately: $400-$500 for the whole home, $100 for radon, and $80 for termite.

Other options, depending on age and condition of the home, include but are not limited to, $200 for a sewer scope and $200-$300 for a structural engineer to evaluate the foundation. Most buyers spend between $550-$750, depending on the size and age of the home.

3

NEED INSPECTOR RECOMMENDATIONS?

You are welcome to hire an inspector of your choosing to complete the inspection. However, we do offer recommendations of excellent licensed professionals to take care of the job.

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THE HOME **BUYING PROCESS**

1. SELECT A REAL ESTATE AGENT
2. ANALYZE NEEDS & BUYER CONSULTATION
3. OBTAIN FINANCIAL PRE-APPROVAL
4. SELECT PROPERTIES
5. VIEW PROPERTIES
6. WRITE AN OFFER TO PURCHASE
7. NEGOTIATE TERMS
8. COUNTER OFFER
9. ACCEPT THE CONTRACT
10. OBTAIN HOMEOWNERS INSURANCE
11. REMOVE CONTINGENCIES

    OBTAIN MORTGAGE FINANCING

    Credit Underwriting Appraisal Survey Insurance Check

    - CONDUCT INSPECTIONS
    - RESOLVE ANY ISSUES
    - TITLE INSPECTIONS
    - REMOVE ANY ENCUMBRANCES
    - TITLE INSURANCE
12. OBTAIN FUNDS FOR CLOSING
13. FINAL WALK-THROUGH
14. CLOSE ON THE PROPERTY
15. TAKE POSSESSION OF THE HOME
16. ONGOING RELATIONSHIP

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TESTIMONIALS

I've now worked with Joe Nelson and the team for both the purchase and sale of my home. Everyone in the office epitomizes professionalism and they are always ready and willing to answer any questions you may have during the process. Come here and you will be taken care of! —Josh

Nelson Home Group is amazing. My fiance and I decided to sell my house a few months ago. We thought it would be some quick updates and onto the market. It turned out to be longer than expected. Throughout the process Joe and his team were so patient and understanding. Never once were the pushy or overbearing. Joe sat down with us and explained the entire process, as this was our first time selling a home. Joe and his team were always available to answer all of our questions. They always put our minds at ease and were extremely professional. They worked around our very busy schedule and helped get us to the finish line. I would highly recommend Nelson Home Group to anyone looking to buy or sell a home. —Bailey

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NOTES

MY QUESTIONS

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