



# **Make a Move For** Your Future

Buyer's Guide

**SERHANT.**



# SERHANT.

## Buyer's Guide

Whether you're a first-time homebuyer or someone who already owns multiple properties, buying a home is a significant life decision and a substantial investment. However, navigating the market, submitting offers, and negotiating contracts can make homebuying seem intimidating. Hiring a real estate agent to guide you through the process and represent your interests can help you save time and avoid costly mistakes.



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# The SERHANT. Difference

Work with a dedicated **SERHANT.** agent who will listen to your needs and goals, use data and creativity to optimize your property search, and use every means to make you feel comfortable and informed throughout the homebuying process. A **SERHANT.** agent is your trusted guide, property confidante, and homebuying guru.

Our agents welcome expectations because we hold ourselves to the highest standard and know that our success is defined by yours. If you're considering buying a home or just want to get a sense of the market, we would love to connect.



**12B+ Global Press Impressions**



**94.5% List to Close ratio on Pricing in the Last 12 Months**



**\$2.7B+ Sold in the Last 12 Months**

# 10 Ways a SERHANT. Agent Can Help.



- 01** Be your personal source of knowledge about the buying process, different types of homes, neighborhood amenities and market dynamics.
- 02** Help you clarify your real estate goals in relation to the local market and assist in gathering the documentation you'll need to make offers.
- 03** Provide you access to a network of agents, sellers, mortgage brokers, real estate attorneys, and developers and keep you updated on off-market properties that have yet to be listed.
- 04** Schedule showings that align with your schedule and keep you informed about open houses.
- 05** Attend showings with you (or on your behalf) to facilitate a smooth showing process and give you a different perspective than that of the selling agent.
- 06** Submit offers on your behalf and negotiate with the seller/seller's agent to get you the best possible deal.
- 07** Manage the contractual process and the back-and-forth negotiation between you, the seller, and the attorneys that represent each side.
- 08** Provide support and guidance in choosing lenders and filling out applications for financing.
- 09** Coordinate the closing process.
- 10** Be a resource should you ever want information about the market or need to sell your home in the future.

# Discover the Home You've Been Waiting For. Anywhere in the World.

The **SERHANT. Referral Network** spans over 125 countries and 30,000+ agents worldwide. Whether you're looking for a primary residence in Raleigh, North Carolina, or a vacation home in Paris, France, we've got you covered.

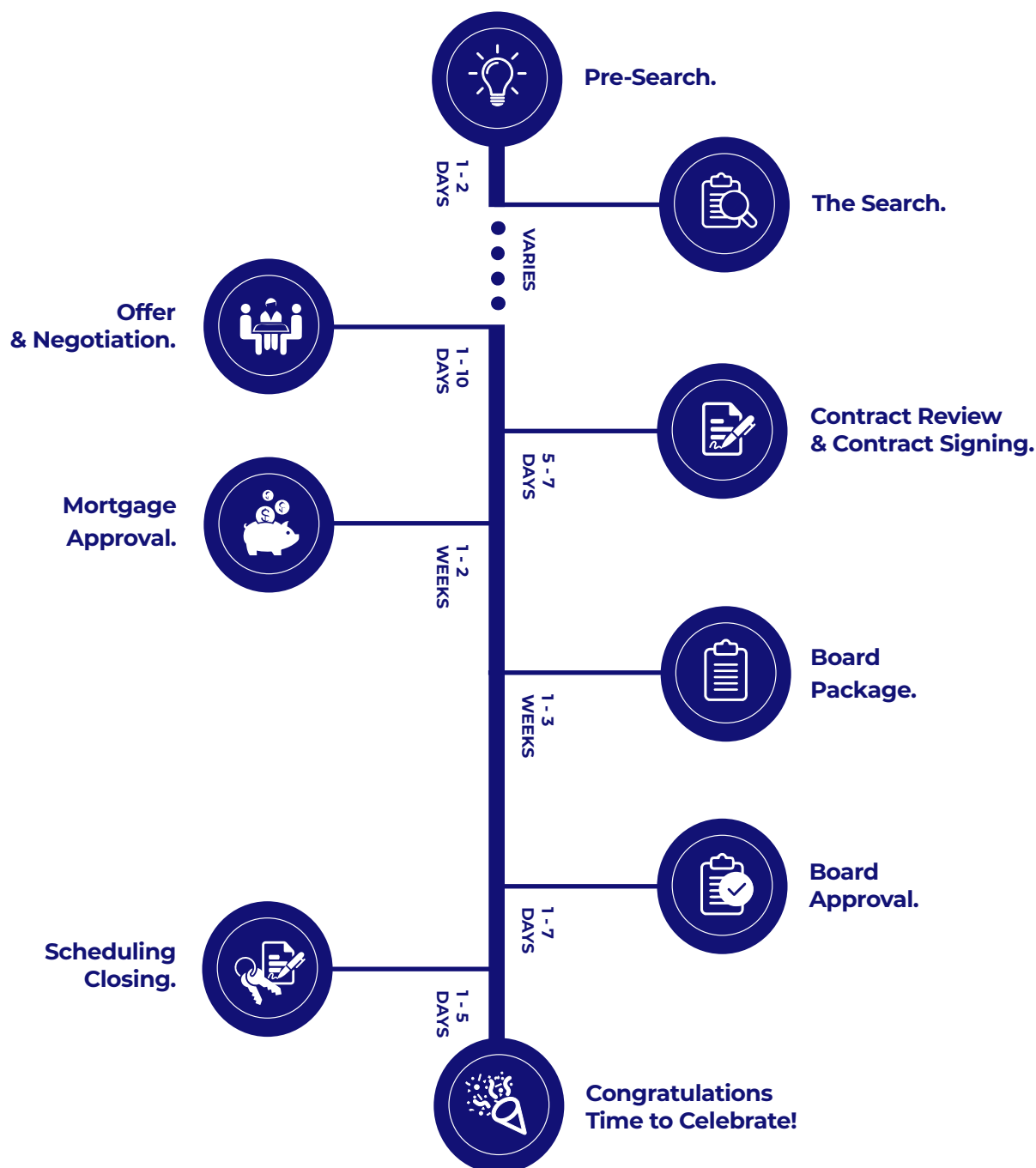


"Hi! I specialize in Miami penthouses and have several off-market listings your buyer will love."



"I have a buyer in China looking for a penthouse in Miami."

# The Purchasing Timeline & Process



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# Complete Your Pre-Search Prep.

Knowing how much you can comfortably spend on your home is a critical first step in any property search. If you're financing your purchase, you'll want to get pre-approved by a lender. If you're paying all cash, you'll need to be able to show proof of your assets. You should also be aware that there are closing costs associated with every transaction for both buyers and sellers.



## When making an offer, you'll typically need:



**Financial Statement**



**Pre-approval Letter**



**Proof of Funds  
(if buying all cash)**



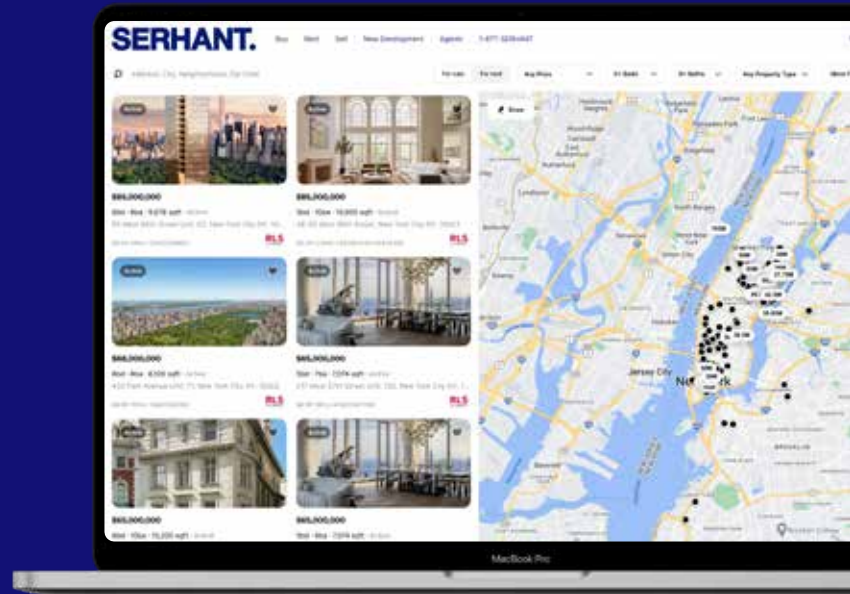
Get all your documentation in order beforehand. You'll not only save time and spare yourself potential headaches down the road, but you'll also signal to sellers that you're a serious buyer. Your **SERHANT.** agent can assist in gathering the necessary paperwork. Our agents work with the most experienced partners in the business to ensure that you feel protected in your investment.



# Begin Your Search

Gain access to the industry's leading search platform that sources properties from global databases and brokerages. We also use real-time data and tools to identify opportunities and optimal times to buy.

Additionally, your **SERHANT.** agent will conduct personal outreach to the local brokerage community, expanding your search parameters to include whisper listings and properties that are about to hit the market.



Aside from knowing the specifics of the home you want (i.e., how many bedrooms and bathrooms, garage size, backyard space, etc.), you should list the top two or three neighborhoods you want to live in. Consider your potential commute to work, where your friends live, and nearby amenities like restaurants, schools, and grocery stores.

Remember, home buying isn't a process of selection—it's a process of elimination. Your agent will send you regular updates based on your search criteria and will stop at nothing to get you the home you want.

# Make Your Offer and Negotiate.

Having an experienced agent on your side can help you work through the decision-making process when choosing your new home. Once you are ready to make an offer, your **SERHANT.** agent will help you determine the terms of the deal and submit it on your behalf. In the offer, you may want to include a bit about yourself to separate yourself from other potential buyers. The seller may send you a counteroffer, which then begins a negotiation—a time when it is essential to have an agent who has a fiduciary responsibility to act in your best interest. Your agent may serve as the communication medium between you and the seller.



**SERHANT. agents** are excellent negotiators who will use their experience to get you the best deal possible.

Strategize with your agent ahead of time to maximize your chances of having your offer accepted. You and your agent should know the maximum amount you can spend and what you would be willing to forgo during negotiations. It is important to remember that neither you nor the seller wants to cave. No one wants to be the one to give in; however, if no one does, then everyone involved loses.

# Sign the Contract and Complete Due Diligence.



Your **SERHANT.** agent can help organize and facilitate all the steps that go into the due diligence process. Due diligence may include home inspections, appraisals, title searches, land surveys, disclosures, and more. It is important to remember that the seller can entertain other offers while contract negotiations are taking place but cannot do so after signing the contract.

Your **SERHANT.** agent can help you find the right service providers and explain what closing costs are associated with the transfer of the property.



# Preferred Vendors.

**Vendor Name**

email@address.com  
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email@address.com  
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## Leverage Our Network of S.ERTIFIED Vendors

**SERHANT.** has curated an extensive list of verified partners that provide exceptional services. Your agent can suggest everything from contractors and painters, movers and installers, to decorators and household staff. We even take it a step further by negotiating discounts and perks that only **SERHANT.** agents have access to.





# Getting Ready to Move into Your New Home.

Once your closing date is set, it's time to start thinking about moving into your new home. You may already have ideas about renovating or redesigning. If you plan to rent the property out for part of the year, perhaps you're in need of a local property manager. Whatever your situation, your **SERHANT.** agent will be a valuable resource to you as you search for movers, housekeepers, contractors, architects, and more.

And remember, even after you've moved in, your **SERHANT.** agent will be a part of your network for years to come. If you ever need to move again in the future, they're just a call, email, DM, or text away.



# Terms to Know

**Mortgage Contingency:** a clause in a contract that allows buyers to cancel their purchase penalty-free if they cannot secure financing.

**Appraisal:** Performed by a third-party professional, an appraisal is a process used to determine the fair market value of a home using market comps and a basic home assessment. It helps the buyer and their lender ensure they aren't overpaying for the property.

**Fair Market Value (FMV):** The price a home would sell for on the open market when the buyer and the seller represent their best interests, are free from external pressures, and are reasonably knowledgeable about the property.

**Inspection:** Typically paid for by the buyer, a home inspection is when a certified third party does a detailed visual assessment of the subject property and looks for any structural defects like faulty plumbing, electrical problems, roof damage, etc. Depending on what the inspection uncovers, buyers may decide to renegotiate the price of the home or withdraw their offer entirely.

**Closing Costs:** All the expenses associated with your loan and home purchase. These can include fees related to underwriting, title, attorney work, appraisals, escrow, transfer taxes, and loan application processing.

**Good Faith Deposit:** Also known as earnest money, good faith deposits are sometimes made by buyers to indicate they are serious about completing their purchase. The deposit amount is agreed upon by the buyer and seller and placed into a dedicated account. Good faith deposits are typically nonrefundable and count towards the final sale.

**Title Search:** A title search is a protective measure ensuring that the advertised seller of a home has the legal right to sell the home and determine whether there are any open legal or financial claims on the property.

**Appreciation:** Appreciation refers to how much a home increases in value over time, which can affect its future sales or rental price. Factors that impact appreciation include market dynamics, interest rate trends, location, and home improvements and renovations made by the current owners.





# Contact us today to find out how **SERHANT.** can help you achieve your Real Estate goals!

It's essential to have someone you can trust to guide you throughout the homebuying process. Work with a **SERHANT.** agent to get valuable market insights and expert advice to make informed decisions. We'll guide you through every step of your search and do everything we can to help you find the home of your dreams.



# SERHANT.

**We'd love to hear from you!**

E-mail [hello@serhant.com](mailto:hello@serhant.com)  
to speak with a SERHANT. agent today.