

The Top Ten Service Areas of the Buyer Value Proposition

1. Needs Analysis

- a. Analyze buyer's wants and needs.
- b. Help buyer get clear picture of her ideal home.

2. Prequalification or Pre-approval

- a. Guide buyer to loan officer
- b. Obtain prequalification or pre-approval
- c. Help choose best mortgage financing plan.

3. Neighborhood Information

- a. Create broad neighborhood search profile.
- b. Provide list of target neighborhoods and related information for each.

4. Home Search

- a. Organize and schedule a home search process
- b. Ongoing updates, drive-bys, and showings of available homes.

5. Make an Offer

- a. Compare homes and make decision

- b. Advise on terms and issues of offer.
- c. Fill out purchase offer contract.

6. Negotiating to Buy

- a. Present the offer.
- b. Negotiate on buyer's behalf.

7. Vendor Coordination

- a. Advise and supervise vendor selections.
- b. Coordinate vendor services.

8. Preclose Preparation

- a. Coordinate and supervise document preparation.
- b. Provide preclosing consulting.

9. Closing

- a. Preview closing documents.
- b. Resolve last-minute issues.
- c. Complete transaction.

10. Post Closing

- a. Coordinate move-in.
- b. Assist with postclosing issues.