



KELLY BLANCHARD
REAL ESTATE GROUP



BUYER'S PRESENTATION



KELLY BLANCHARD REAL ESTATE GROUP
2314 WEST MAIN STREET | RICHMOND, VIRGINIA 23220
KELLYBLANCHARD.COM





SEARCHING FOR A HOME

Finding a new home is such an exciting journey! Our hope is that this Buyer's Presentation will help answer some initial questions that you may have about the process, and it will better inform you about the Kelly Blanchard Real Estate Group!

With the increasing complexity of an already sophisticated real estate market, the Kelly Blanchard Real Estate Group is constantly improving our services and adding to our marketing insight. Keeping up with what is going on in the marketplace allows us to design services and develop search plans for homes that are best suited to you and exactly what you need and want! We pride ourselves on being pro-active with our clients, striving for excellent client care, being flexible and having a positive attitude in light of a changing market, and continuing to establish our credibility as a trusted name in the Richmond Real Estate Market.

For you to feel comfortable during the search and buying process, you will need to be well-equipped and armed with up-to-date information. You will know what to expect every step of the way by reviewing this information and, especially, the Details portion. We are looking forward to getting to know you and working with you during this exciting time. We are thrilled to partner with you as you find the perfect house to call home!

Sincerely,

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THE KELLY BLANCHARD REAL ESTATE GROUP

Our Kelly Blanchard Real Estate Group Commitment



KELLY BLANCHARD
REALTOR

KIM NIX
REALTOR & BUYER'S SPECIALIST

KERI SMITH
BUYER'S SPECIALIST ASSISTANT

The mission of the Kelly Blanchard Real Estate Group is to provide quality real estate service, the best customer care, and the finest personalized attention possible to our clients, friends, and family. We pursue the interests of our clients with the highest ethical standards -- to provide each and every one of our clients with professional expertise and to continually educate ourselves so that our clients will benefit from the most accurate, up-to-date information and resources.

We strive to share our passion for business excellence with our clients and to always build our business on a foundation of love for the work we do. We always seek to provide our clients with the most rewarding real estate experience possible!

The Kelly Blanchard Real Estate Group is part of the One South Realty Group. One South, which opened in 2008, is changing the way business is done in Richmond. For more information on OSRG and our passion for Richmond and its changing neighborhoods or to see our expertise in construction, development, residential, or commercial sales or leasing, visit onesouthrealty.com.

"Your Needs. Our Skills. One South."



The Details:

GETTING THE KEYS TO YOUR NEW HOME



STEP 1: GET READY!

Secure Representation with a Buyer Agreement.
Watch the Market: do your research and homework on the areas in which you may be most interested. Drive by potential neighborhoods and areas at different times of the day to scout them out. Pay attention to how long properties stay on the market and compare the actual sold prices to the list price in your target market. This will give you confidence when you find a property you want to make an offer on, because you will know what to expect, how quickly you need to act, and what kind of offer to make.

Obtaining Pre-Approval gives you a clear picture of what you can afford and it puts you ahead of the game when the time comes to make an offer.

We encourage our clients to talk to several lenders and find one you will work well with and who will offer you competitive terms. Because the lending industry has grown increasingly complex, we find that working with a local lender is best.

STEP 2: THE SEARCH

There are several tools that are vital in finding the right property—your Client Portal and **kellyblanchard.com**. Your client portal is a customized website we will set up for you in the MLS (the Multiple Listing Service). MLS features include individualized searches, communication features, and instant access to new listings.

The search process is fluid, and we will make adjustments as we go. It's better to start broad and not miss anything than miss the perfect house because your parameters are too narrow. Communication is another important part: Be honest as we go through houses with the good, bad and the ugly! This helps us see what is most important to you. Let's chat about your availability to see potential new homes!

***A note about For Sale By Owners and Zillow "Make Me Move" – Most of the time For Sale By Owners are very willing to cooperate with a Buyer's Agent, and we are happy to contact them on your behalf!*



STEP 3: MAKE AN OFFER

This is a BIG step. Pull information on comparable properties and do a price analysis for you prior to making an offer. We will help you consider all of the terms and write a solid offer. Our contract and negotiating experience will ensure you get a contract in your best interest.

TERMS TO CONSIDER

- Offer Price
- Personal Property to Include (i.e.: refrigerator, washer, dryer, etc.)
- Down Payment
- Do you need closing costs?
- Closing Date
- Do you want a Home Warranty?

STEP 4: UNDER CONTRACT

When the seller accepts your offer, you "go under contract." Now the work begins to make sure every detail is handled accurately and immediately. We will work hard to ensure your home closes properly and on time. We will make sure everyone involved is in close contact and communicating so that your closing happens smoothly. In order to do this, we will remain in contact with the lender, the attorney, the listing agent and the transaction coordinator. Here's a quick run down of steps once you are under contract:

- 1 Provide necessary information and make a loan application within 7 days.
- 2 Inspection and Inspection Addendum: Additional Inspections should be scheduled at the same time as the general inspection and are an additional cost to you. These could include Radon, Chimney, HVAC, UST's. Typical Inspection takes 2-3 hours and the buyer assumes responsibility for all costs. I will help with this process!
- 3 Set up Homeowners Insurance.
- 4 Appraisal: The lender will set this up, and it is usually done after the inspection addendum has been agreed upon.
- 5 Termite Inspection: This is the seller's cost and listing agent's responsibility to set up, but it must be completed before closing.
- 6 Pack and Call to change and setup utilities.

Reminder: *the earnest money deposit check will be deposited into an Escrow account held by One South and then credited back to you on the settlement statement.*

STEP 5: CLOSING

Be prepared to bring a certified check (payable to the closing title company or closing attorney) to the closing table and a copy of your driver's licenses. The next steps you will take will be over the threshold of your new home! **CONGRATULATIONS! IT'S YOURS!**



WORKING WITH A REALTOR® THE BUYER BROKERAGE AGREEMENT

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BROKERAGE RELATIONSHIP

Ensuring your interests are protected

Buying a home or investment property is a significant and complex financial transaction, especially in today's real estate market. So choosing someone to guide you through the process is an important decision.

Typically, Sellers enter into exclusive written representation agreements with REALTORS® to ensure their interests are protected.

On July 1, 2012, a number of changes to Virginia's Agency law go into effect. Among these changes is the requirement that all real estate licensees enter into written brokerage relationship agreements with their Buyer clients. The intent of this new requirement is to ensure that buyers are aware of the types of representation available to them.

BROKERAGE AGREEMENT

What is a buyer brokerage agreement?

A buyer brokerage agreement is a contract that establishes a business relationship between you, the buyer, and your REALTOR®. The agreement must include the start and end date of the agreement, how your REALTOR® will be paid, and the duties and obligations of all parties.

When I sign a buyer brokerage agreement how long am I obligated to that REALTOR®?

A buyer brokerage agreement must contain a specific start date and end date. The agreement can be for a period of several months, or you can engage a REALTOR® for a few days; or even to see just one particular property. You and your REALTOR® can discuss and agree upon the length of your agreement, when you review the other terms and conditions.

TYPES OF BUYER BROKERAGE SERVICE

Typically, buyers will engage a REALTOR® as an exclusive standard agent. A standard agent is required to perform specific duties for his or her buyer client. These duties include:

- Negotiate terms and conditions of real estate purchase contract
- Prepare written offers and counteroffers
- Promote your interests
- Maintain the confidentiality of your personal and financial information
- Account for any money received, in which you have an interest.



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There are other types of buyer brokerage service. These include limited service and independent contractor. A limited service agent will perform some but not all of the duties of a standard agent. An independent contractor is a form of non-agency representation, whereby your REALTOR® would perform only the specific tasks stated in your brokerage agreement. Your REALTOR® can explain these to you, so you can choose the type of representation appropriate for you and your transaction.

BENEFITS

What are the benefits of entering into a brokerage relationship agreement?

When you engage a REALTOR® as your standard agent, you have a professional advocate working on your behalf. Your REALTOR® can offer you the benefit of solid business experience and training. REALTORS® have access to timely market information, can negotiate solely on your behalf, reduce your stress and save you money.

- Experience
- Training
- Timely Market Information
- Negotiation Assistance
- Reduced Stress on Buyer
- Helps Buyer Save Money

WHY USE A REALTOR®?

Are all real estate licensees REALTORS®?

No. While REALTORS® are real estate licensees with similar education and licensing requirements, REALTORS® pledge to uphold a strict code of ethical conduct. These ethical duties exceed those established by Virginia law and provide buyer and seller clients with the highest level of integrity and service.

Professional representation is your right under Virginia law. Talk with a REALTOR® to find out more about buyer brokerage services and properties available in your area.



THE KEYS TO FINDING YOUR NEW HOME

At the Kelly Blanchard Real Estate Group, we want you to feel comfortable during the search and buying process. It's important to us that you are well-equipped and armed with up-to-date information. Here's an overview of the home buying process to get us started.

STEP 1:

GET READY

- Secure Buyer Representation
- Obtain Pre-Approval: We highly recommend using a local lender
- Watch the market in your prospective area

Pay attention to Days on the Market and Sold Price vs. List Price.

Drive by prospective neighborhoods at different times of the day. This will give you the confidence you need in making an offer when the time is right.

STEP 2:

THE SEARCH

- We will set up an Individualized MLS Client Portal for you with instant access to new listings and communication features
- kellyblanchard.com
- Other websites like Trulia and Zillow

What about For Sale by Owner and Zillow? Most of the time For Sale by Owners and Zillow "Make Me Move"-ers are happy to cooperate with a Buyer's Agent, and we would love to contact them on your behalf!

STEP 3:

MAKE AN OFFER

This is a BIG step and an exciting time! Here are a few things to consider:

- Offer Price
- Personal Property to include (i.e refrigerator, washer & dryer, etc.)
- Loan Types
- Closing Costs
- Closing Date
- Home Warranty

STEP 4:

UNDER CONTRACT

What has to happen between going under contract and closing:

- Provide all necessary paperwork to your lender in a timely manner
- Inspection and Inspection Addendum
- Title Search
- Set up Homeowners Insurance
- Appraisal
- Termite Inspection
- Pack and Call Utilities

STEP 5:

CLOSING

Bring your driver's licenses and a certified check to the closing table, and then, the keys are yours!