



Prepared For:

**Home Buyers**

## Home Purchase Information

Your commitment to achieve the dream of  
owning a new home NOW!

Prepared for:

**My Homebuyers**

Presented by:

*Ultra Real Estate Services*  
1400 W Irving Blvd Suite100  
Irving, Texas 75061  
PH \* FAX



.....

**Thanks for the call. You are one of the  
few who will learn how to save thousands  
of dollars in your home purchase.**

Dear Home Buyer,

Thank you so much for your call today. I really appreciate the chance to provide you with information that we feel will have tremendous value to you. As promised, you will find the "**FREE REPORT**" enclosed. I encourage you to take a few minutes to read this guide - it could save you hundreds, maybe thousands of dollars.

We offer all of our clients a full range of services at Ultima Real Estate Services. For someone who is thinking of buying a home here in our area, we are committed to two main objectives: The first is to save you the most money possible in your purchase. We do that by providing you with a team of professionals that are dedicated to every phase of your purchase. One of the most important phases is to negotiate on your behalf so that we know you received the best possible value available for your hard earned money. Next we provide you with complete Lender services. We are strategically aligned with one of the most active and successful Lending Institutions in town. They run their business the same way we do. Secondly, we will provide you with a level of service that is so far superior to that which you have ever had that it will compel you to have us help your friends, relatives, co-workers, church members or whoever you feel would benefit greatly from this kind of service.

Please let us know how we may be of service to you in any of your real estate or loan needs.

One last thing. I would like to ask that you call me today so that we can set up a no-hassle, stress-free appointment to evaluate your needs and desires. There's absolutely no obligation, and **IT'S FREE!!!** Call me at 972-980-9393 when you get a minute. I know you are busy. I'll be waiting for your call. Thanks again.

Most sincerely,

**<Your Name>**

*Always Finds the Right Home For You!*

P.S. We will find you the best home value available as well as the lowest interest rates possible. But most importantly, we take our job seriously. We are in the people business and therefore, we make a commitment to you that far exceeds any you have ever been exposed to. We will do whatever it takes to maintain the level of excellence necessary to EARN the right to be your Personal Realtor® for Life. That's why we have served the needs and wants of many friends and families just like you. We look forward to making you one of those whose needs we fill. Thanks again.

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## Understanding the Advantages of Home Ownership



**Buying**

*versus*

**Renting**

- |   |  |
|---|--|
| 1) You will have a great tax write-off  | 1) You have no tax write-off.                                    |
| 2) Your housing expense may never go up   | 2) Your rent can go up each year.                                |
| 3) You can use, decorate, make physical changes and enjoy your home as you see fit. | 3) You must get permission to make any changes to your dwelling. |
| 4) You may build a large equity as your home appreciates in value.                  | 4) You have no equity to build up. Your money is gone for good.  |
| 5) You are not as the mercy of your landlord.                                       | 5) You can be evicted.   |
| 6) Your house will become a home, not a temporary living situation.                 | 6) Your living situation is always temporary.                    |

**So let's get started on the purchase of your home!**



**We Can Show You How  
To Stop This From  
Happening to  
YOU!**

# **Home Ownership!!**

*It's for EVERYONE...including YOU!*



## Communication...

### The key to a successful home purchase.

Together we will sit down to discuss the type, size, style, and location of the kind of home you are interested in purchasing. After extensive research on my part, we will preview homes together that fall under that category.

Through constant communication, I will keep you apprised of any new homes that come on the market that you might be interested in. Once we have found that perfect home, I will negotiate with the sellers to get the best possible price and terms for the home you desire.

You will benefit from my years of experience in the real estate business at no cost to you. As you know, many buyers are unaware of the fact that our commission comes from the seller.

#### Real Estate Associate

#### Buyer Contribution

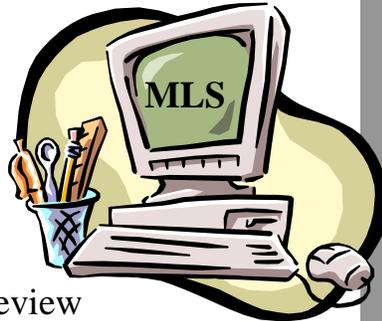
- Property Information
- Area Information
- Financing Sources
- Real Estate Skills (negotiation agreements, settlement, etc.)

- Property Requirements
- Area Selection
- Financial Information
- Property Selection

**Successful Purchase**

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## **Our Multiple Listing Association...**



Up-to-date information on each new home as it comes on the market. I preview the "new on market" list each day to be constantly on the lookout for the perfect home for you.

### **Utilizing My Services in Search of Your Perfect Home**

#### **NEW HOMES**

I can work with most builders and get all the information you need to make any decisions, but I will need to accompany you to the property on the initial visit.

By letting me help you with builders, you get all the services offered in this presentation and those offered by the builder as well.

You'll get more, but you won't pay more for it.

#### **FOR SALE BY OWNERS**

A homeowner trying to sell his/her home alone is usually doing so in hopes of saving the commission. Coincidentally, this is the reason a buyer wants to deal directly with a homeowner.

Many times a homeowner will work with an agent even though the home is not listed is the agent introduces a buyer to the property.

If you should see a For Sale By Owner and want the advantages of my services, please let me contact the owner and set the appointment.

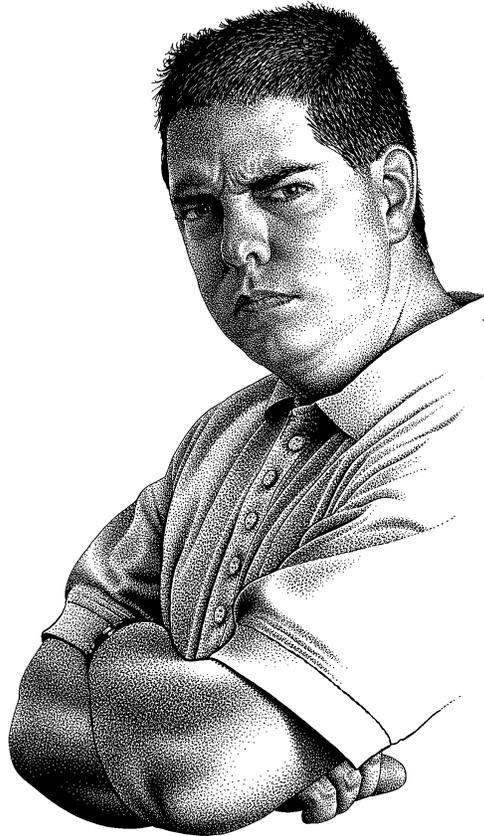
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## **Avoiding the Most Common Mistakes Home Buyers Make...**

- 1) Not understanding a local market and all that is available.
- 2) Not being selective - trying to see everything both in their price range and not.
- 3) Not understanding pricing and the value of certain amenities.
- 4) Weak negotiating. This mistake alone can cost the buyer thousands of dollars.
- 5) Not requiring the proper inspections.
- 6) Not understanding all available financing options.
- 7) Looking for the perfect home.
- 8) Not previewing schools, shopping and other neighborhood amenities.

**Utilizing my exclusive service, your home purchase will go smoothly and you will avoid these common mistakes.**





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**How Much Does  
Your Landlord  
Really  
Appreciate What  
You're Doing for  
Him (or Her)?**

**STOP!!**

Own a Home of Your Very Own For About  
What You're Paying for Rent Right Now...

**Say Good-Bye to Your  
Landlord!!**

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## Having Delivered Hundred of Successful Offers Over the Years I Understand the Secret of Power Negotiating

I will deliver your offer and present it in the best light to the Sellers and their Agent. There is no other way to represent your best interest in order to get the best price and terms than a factual presentation on your behalf!

**IRS Tax Return**



*Confusing!*

**Loan Application**



*Complicated!*

**JANE AGENT'S**  
Home Buyer Guarantee

**CONTRACT**  
Home Buyer Guarantee

Name.....  
Address.....  
City.....  
S.....  
Z.....  
Ph.....  
Bank.....  
Address.....

**SOLD!**

*Simple!*

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## Financing

A strong relationship with local lenders is very important, and Yvonne has it.

## Pre-Approval Program

Many buyers are applying for a loan and obtaining approval before they find the home they want to buy.

Here are the benefits:

- You look at the "right" homes.
- You save money dealing with a comfortable seller.
- You can close quickly.
- You minimize trauma of not knowing whether or not you qualify.





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## Benefits of Buyer Agency

Although the typical agency agreement spells out the fiduciary duties an agent must fulfill for the seller, the buyer is often left, in a sense, unrepresented. However, buyers too have the option of being represented exclusively by their own agent. Consider the following benefits:

- **Loyalty**  
The real estate agent must act in the best interest of the buyer.
- **Obedience**  
Must follow the lawful instructions of the principal (buyer)
- **Disclosure of all material facts**  
Examples, but not limited to:
  - Relationships between agent and other parties.
  - Existence of other offers.
  - Status of earnest money.
  - Seller's financial condition.
  - Property's true worth.
  - Commission split with other brokers.
  - Legal effects of important contract provisions.
- **Confidentiality**  
Any discussions, facts, or information that should not be revealed to others but does not include responsibility of fairness and honesty in dealings with all parties.
- **Accounting in dealings**  
Reporting of where any money placed in the hands of the broker is kept.
- **Reasonable skill and care**
  - Arriving at a reasonable purchase price and advising buyer of such.
  - Affirmatively discovering material facts and disclosing them to the buyer.
  - Investigating the material facts related to the sale.

*As a buyer's agent, I represent you and your interests in the purchase of your new home, not the seller's interest. This is different from a typical sub-agency transaction where the buyer is not technically represented. When you are looking to make the biggest investment of your life, it's not hard to understand why it is important to be represented fairly.*

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## THINKING ABOUT BUYING?

- ❖ I want to act in your best interest.
- ❖ I am eager to have you share your concerns and expectations about the purchase of your new home.
- ❖ Please take a moment to complete the survey below. Then be sure to bring it with you to our meeting.

## WHAT ARE YOU CONCERNED ABOUT?

	NOT CONCERNED			VERY CONCERNED		
LOAN QUALIFICATIONS?	0	1	2	3	4	5
HOME VALUES?	0	1	2	3	4	5
LOCATION & VALUE?	0	1	2	3	4	5
BUYER AGENCY BENEFITS?*	0	1	2	3	4	5
DOWN PAYMENT?	0	1	2	3	4	5
MONTHLY PAYMENTS?	0	1	2	3	4	5
INCONVENIENCES?	0	1	2	3	4	5
PREVIEWING HOMES?	0	1	2	3	4	5
PRICING?	0	1	2	3	4	5
CLOSING COSTS?	0	1	2	3	4	5
SECURITY?	0	1	2	3	4	5
APPRECIATION?	0	1	2	3	4	5
FINANCING?	0	1	2	3	4	5
NEGOTIATIONS?	0	1	2	3	4	5

***\*\*You Get The Benefits of an Entire Team of Highly Skilled Professionals Working Just for You...and the best part? You Get All That Service and Expertise at the Expense of the Seller!***

Prepared for:

Clients Name Here

USEFUL PHONE NUMBERS

Emergency Numbers

- Police.....911
- Fire.....911
- Ambulance.....911
- Poison Control.....590-5000
- Suicide/Crisis Center.....821-1000

Utility Companies

- Telephone company.....948-4811
- Electric company.....554-1414
- Gas company.....741-3750
- Water company.....651-1441
- Cable TV.....328-5000

Helpful Numbers

- Time & Temperature.....844-6611
- Weather.....1-900-WEATHER
- Animal Control.....670-7436
- Baylor Hospital.....820-0111
- Parkland Hospital.....590-8000
- Medical City Hospital.....661-7000
- Social Security Office.....1-800-234-5772
- Dept. of Public Safety.....226-5370
- Bank - Plaza National.....343-0800
- Bank - People's State.....341-6100
- Insurance - Life.....239-0999
- Insurance - Property.....348-1372



**Prepared for:**

**USEFUL PHONE NUMBERS**

*Emergency Numbers*

*Utility Companies*

*Helpful Numbers*



Prepared for:

## CONTRACTOR'S PHONE NUMBERS



### ***Carpet Care***

Dalworth Carpet 267-8433  
Blackman/Mooring 638-8600

### ***Electrical***

Cal Electric 285-8837  
McBride 721-1199

### ***Fences***

Northlake Fencing 349-9132  
Omni Fencing 442-6882

### ***Foundations***

Hargrave/Hargrave 442-3412  
Longhorn 340-3700

### ***Heat & Air***

F/R Air Conditioner 943-1143  
Hamilton Air Mart 437-4393

### ***Home Inspection***

Steve Kennedy 368-6050  
Frank Conder 661-8679

### ***Movers***

Don's Transfer 840-0466  
Central Moving 556-1555

### ***Painters***

White Rock Paint 349-0932  
Steve McCart 327-2270

### ***Plumbers***

Lake Highlands 348-6588  
Ward Bros. 325-3206

### ***Pool Inspection***

Aqua Pool 248-1363  
California Pool 343-4501

### ***Repairs***

Reliable Ray Valenta 255-0245  
General Home Repair 530-6993

### ***Roofers***

Ray Valencia 821-4152  
Reilly Roofing 348-8525

### ***Termite Inspection***

Termite Steve 381-1111  
Craig Stevens 327-3969

### ***Yard Work***

Scott Cape 475-1310  
Wolf's Service 864-8211

Prepared for:

**CONTRACTOR'S PHONE NUMBERS**



*Carpet Care*

*Electrical*

*Fences*

*Foundations*

*Heat & Air*

*Home Inspection*

*Movers*

*Painters*

*Plumbers*

*Pool Inspection*

*Repairs*

*Roofers*

*Termite Inspection*

*Yard Work*

H ADMIT ONE H

# OPEN HOUSE

Guest Pass

H ADMIT ONE H

# OPEN HOUSE

Guest Pass

This client is represented by Jane Agent/Top Pro Real Estate, a licensed real estate brokerage firm. Jane Agent has with this client the exclusive right to represent them in the home buying process. Should you have any questions or communication with regards to my clients, please be sure to direct them to Jane at (555) 555-5555. Thank you.

Client's Name: \_\_\_\_\_

Date: \_\_\_\_\_ By: \_\_\_\_\_

This client is represented by Jane Agent/Top Pro Real Estate, a licensed real estate brokerage firm. Jane Agent has with this client the exclusive right to represent them in the home buying process. Should you have any questions or communication with regards to my clients, please be sure to direct them to Jane at (555) 555-5555. Thank you.

Client's Name: \_\_\_\_\_

Date: \_\_\_\_\_ By: \_\_\_\_\_

# Thanks

...for making it possible to see your home today!

\_\_\_ SHOWING A QUALIFIED CLIENT

\_\_\_ PREVIEWING

My comments: \_\_\_\_\_

\_\_\_\_\_

Client's comments: \_\_\_\_\_

\_\_\_\_\_

*Should my client purchase, or it I have any questions, I will immediately contact your real estate agent!*

*Thanks again.*

**Jane Agent**

*Top Pro Real Estate*

Number of times shown \_\_\_\_\_

# Thanks

...for making it possible to see your home today!

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My comments: \_\_\_\_\_

\_\_\_\_\_

Client's comments: \_\_\_\_\_

\_\_\_\_\_

*Should my client purchase, or it I have any questions, I will immediately contact your real estate agent!*

*Thanks again.*

**Jane Agent**

*Top Pro Real Estate*

Number of times shown \_\_\_\_\_

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Client's comments: \_\_\_\_\_

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*Thanks again.*

**Jane Agent**

*Top Pro Real Estate*

Number of times shown \_\_\_\_\_

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\_\_\_\_\_

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*Thanks again.*

**Jane Agent**

*Top Pro Real Estate*

Number of times shown \_\_\_\_\_

