

# BUYER'S GUIDE



THE **BRANDREALTY**







# ABOUT US

THE BRAND REALTY TEAM





# WHO

## WE ARE

### **BOLD**

We are bold, creative, and go after opportunities. We aren't afraid to take risks and put ourselves out there no matter the circumstances.

### **REAL**

We are true to our personality, values, and spirit. We are committed to transparency, integrity, and genuineness in all business interactions and practices.

### **ADAPTABLE**

We embrace change, innovation, and technological advancements to stay ahead in the dynamic real estate market.

### **NURTURING**

We are KIND and aware of our client's needs. We value our client's time.

### **DILIGENT**

Approaching work with dedication, thoroughness, and attention to detail to ensure excellence in every aspect of our real estate business.





# FAQ'S

## FROM BUYERS

### **WITHIN WHAT PRICE RANGE SHOULD I BE SEARCHING?**

We recommend searching at or BELOW your maximum budget. We want you to be a competitive buyer if you find yourself in a multiple-offer situation, and looking below your budget will allow us a safe margin to work within.

### **HOW QUICKLY SHOULD I SEE A HOME THAT I AM INTERESTED IN?**

We recommend that you contact us right away if you find a home you are interested in! Typically, we have to follow a set of showing instructions, and if the market is competitive, we want to get you in the home as soon as possible.

### **CAN I SEND YOU HOMES I FIND ONLINE?**

Yes! Finding a home is a collaborative process. As one of my services, I set up alerts directly from the Multiple Listing Services (commonly referred to as the MLS). Feel free to respond or send me links from your favorite home search sites.

### **WHO PAYS YOUR COMMISSION?**

Sellers typically pay for an agent's commission.

### **WHAT ARE MY CLOSING COSTS GOING TO BE?**

Closing costs may vary according to your loan. For the most accurate estimate, you can contact your lender. One thing unique to California is city and county transfer taxes, which are part of the closing costs and vary by location.

### **DO YOU HAVE A LIST OF RECOMMENDED INSPECTORS AND VENDORS?**

Yes! We have many favorite inspectors and home service providers that we look forward to sharing with you.

### **HOW MUCH SHOULD I BUDGET FOR THE INSPECTION?**

I recommend budgeting \$500 for your inspection(s).



# FAQ'S

## FROM BUYERS

### HOW WILL YOU TELL ME ABOUT THE NEWEST HOMES AVAILABLE?

The MLS provides up-to-date information for every home on the market. I constantly check the New to Market list to be on the lookout for my clients.

### WILL YOU INFORM ME OF HOMES FROM ALL REAL ESTATE COMPANIES?

Absolutely. Any home listed on the MLS that fits your criteria will be sent to you.

### CAN YOU HELP ME FIND NEW CONSTRUCTION HOMES?

Yes, I can work with most builders and get you the information you need to decide. On your visits with the builder, I will accompany you.

### HOW DOES FOR SALE BY OWNER (FSBO) WORK?

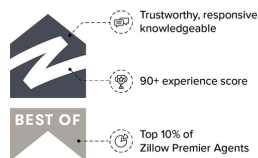
Homeowners trying to sell their homes without agent representation usually do so in the hopes of saving the listing agent's commission. Still, most understand they will pay for the buyer agent commission. If you see a FSBO and want the best of my services, please let me contact the owner and make an appointment. My representation is at no cost to you and makes sure you are fairly represented and receive all of the disclosures and documentation throughout the sale.

### ONCE MY OFFER IS ACCEPTED, WHAT SHOULD I DO?

Getting the lender the needed documentation and signed authorizations should be at the top of your priority list. Your lender will get you a loan estimate and review it with you in detail, so there are no surprises at closing. The quicker you are, the smoother the process for all parties.

Let's celebrate this milestone, but we still have a few more essential steps (i.e., inspections, disclosures, paperwork) to carry out, so let's get those taken care of promptly so we can get you into your home!

# WHY SHOULD YOU WORK WITH US?



Our team is "Best of Zillow."  
Best of Zillow agents are the top 10% of Zillow Premier Agents, known for demonstrating trustworthiness, responsiveness, and knowledge in every client interaction.



Five Star Professional Award winner for the last 10 years straight! Only the top 5% of the real estate agents earn this award.

## ROCKET Homes

Rocket Homes is one of our most extensive referral partnerships and has been since we first joined up in 2006. We consistently rank as the #1 brokerage in San Diego with Rocket Homes!



The Brand Realty Team is  
#1 on Yelp in our area!



Top Selling Team - Over 2000 homes!



We were featured in the Forbes edition of  
Top Real Estate Agents countrywide.



Over 200 REVIEWS on Redfin! We have been selected to be part of an exclusive group of agents that partner with Redfin.



In 2021 our team was amongst the first of four San Diego brokerages that was accepted into the Zillow Flex program. Zillow looks for high-performing partners who provide exceptional customer service and have a shared objective of improving customer experience and outcomes.



Veterans United.  
Home Loans

Veterans and active members of the military are near and dear to our team. We have proudly been partnered with Veterans United since 2015.



HomeLight is another fantastic company that we work alongside. This partnership grants our clients a range of home buying and selling programs. In 2021 our team was accepted to their Elite Agent program, which comprises their top 1% of agents.

The Brand Realty Team has sold over \$1 Billion in real estate.



# THE PROCESS TO

BUYING YOUR HOME





# THE PROCESS

## TO BUY YOUR HOME

# 1

### PARTNER WITH AN AGENT

By entering our partnership, you will receive local insight and I will provide information about your neighborhood's inventory. You will instantly have access to off-market properties and market averages.

# 2

### GET PRE-APPROVED

This is the most critical step in buying a home. You'll want to compare lenders and rates and have a clear understanding of what price you qualify for. Your lender will offer different monthly payment options and potentially help with closing costs. Just so you know, your rate will vary depending on the credits you need.

# 3

### FIND YOUR NEW HOME

Begin by comparing homes and neighborhoods to figure out which area fits your needs and preferences. From there, you can narrow down your favorites, and we begin our home tours and inspections to find your dream home!

# 4

### MAKE AN OFFER & NEGOTIATE

At The Brand Realty, our agents are extremely knowledgeable and aggressive when it comes to getting your offer accepted. Partner with your agent to strategize a competitive offer to secure a win on your dream home.

# 5

### UNDER CONTRACT

Once we are under contract, we will move into getting home inspections, appraisals, securing your loan—move-in dates, and preparing for closing day.

# 6

### BEFORE YOU CLOSE

Get organized before the big closing day. You'll want to transfer funds, reserve a moving company for your move-in date, set up utilities, and more. We will send you reminders throughout your entire transaction so nothing is missed.

# 7

### SIGNING DAY: TO BRING

You'll want to bring a printed confirmation of your wire transfer, Photo ID, Social Security Numbers, Home Addresses, Homeowners Insurance, a copy of your contract, and your checkbook.

# 8

### CONGRATS! KEY DAY

Yay! It's the big day! On this day, you will sign the closing disclosure, promissory notes, and all other documentation. There will be a Title Transfer, Deed Delivery, and you'll get your keys for your new home!

# FINANCING

## GUIDE



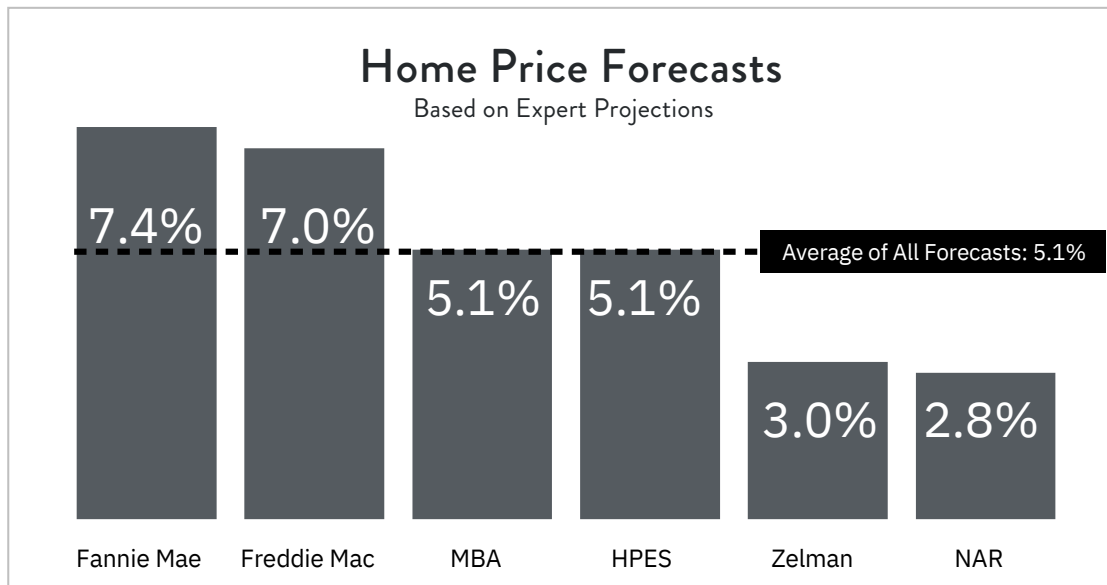


# A LOOK AT

## EXPERT PROJECTIONS

The chart below shows the price forecasts from various industry experts. The average of these projections indicates a 5.1% home price appreciation. While this isn't the record-breaking rate of over 18% appreciation from the past year, it's a continued increase at a slower pace. This means experts forecast a deceleration in prices but not depreciation. So, home prices are projected to continue increasing next year, and that's a direct result of low supply and high demand.

The good news for prospective buyers is that you can rest assured that your investment in your home will be an asset that increases in value over time, growing your net worth.



#### Bottom Line

Don't expect a drop in home prices next year – experts say it won't happen. Instead, think about your homeownership goals and consider purchasing a home before prices rise further.

# TRUE OR FALSE?

YOU NEED 20% DOWN TO PURCHASE A HOME.

There's a common misconception that, as a homebuyer, you need to come up with 20% of the total sale price for your down payment. But is that really how much you have to save?

A survey by Lending Tree asks buyers what's keeping them from purchasing a home. Over half of those surveyed say their biggest hurdle is the ability to afford a down payment.

That may be because those individuals assume a 20% down payment is necessary. While putting more money down if you're able can benefit you as a buyer, putting 20% down isn't always required.

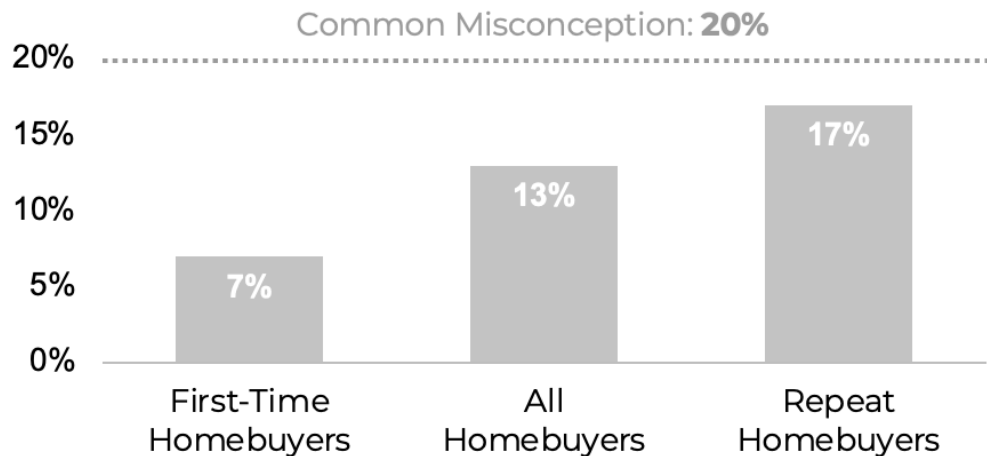
According to the latest Profile of Home Buyers and Sellers from the National Association of Realtors (NAR), the median down payment hasn't been over 20% since 2005.

It may sound surprising, but today's average down payment is only 13%. That number is even lower for first-time homebuyers, whose average down payment is only 7%.

“  
The most damaging down payment myth—since it stops the homebuying process before it can start—is the belief that 20% is necessary.  
— Freddie Mac  
”

## Median Down Payments

*Today's median down payment is less than 20%*





# FINANCING

## YOUR HOME

### HOME LOANS AT A GLANCE



#### 1. MORTGAGE APP

Apply for a mortgage



#### 2. PRE-APPROVAL

Get pre-approved for your loan



#### 3. APPRAISAL

Get your home appraised to determine value



#### 4. LOAN PROCESSING

Your loan will begin processing



#### 5. UNDERWRITING

Your loan goes through underwriting



#### 6. APPROVED

You're cleared to close!

### HAVE ON HAND

- A month's worth of your recent pay stubs
- Copies of your federal tax returns and W-2's from the last two years
- The names and addresses of your employers over the last two years
- Last three months of bank statements
- A copy of your real estate agreement
- The names and addresses of your landlords over the past two years
- Divorce/separation decree & Child support papers
- Bankruptcy, discharge of bankruptcy papers

#### ✓ DO

- ✓ Notify your lender of any address change, whether it's your home address or another listed on your application
- ✓ Notify your lender of any salary or wage changes
- ✓ Be prepared to provide proof of significant bank deposits
- ✓ Acquire homeowner's insurance immediately after going under contract
- ✓ Keep all forms of debt paid and in check

#### ✗ DO NOT

- ✗ Make large purchases using existing credit without first talking to your lender
- ✗ Apply for or acquire any additional lines of credit
- ✗ Pay off, transfer, or close credit balances unless your lender instructs you to do so
- ✗ Change jobs without first talking to your lender
- ✗ Co-sign for another person seeking to obtain a line of credit or to make a purchase
- ✗ Pay off collections before conferring with your lender



# RESOURCES

FOR BUYING YOUR HOME



# REAL ESTATE TERMS

## TO KNOW

Here is a list of the real estate terms that you may hear. Read over these to be familiar and always in the know when discussions are being held with other parties and professionals.

### ANNUAL HOUSEHOLD INCOME

Collective income from everyone in your household before taxes or other deductions are taken, investment income or dividends, Social Security benefits, alimony, and retirement fund withdrawals.

### APPRAISAL

A written justification of the price paid for a property, primarily based on an analysis of comparable sales of similar homes nearby.

### APPRAISED VALUE

Is assigned to a property by a professional real estate appraiser. By way of contrast, the market value of a property is decided by buyers, who value real estate holdings based on what they think the price of a property should be and, most importantly, what they are willing to pay for it.

### APR

APR refers to the annual percentage rate, which is the interest rate you'll pay expressed as a yearly rate averaged over the full term of the loan. APR includes lender fees in the rate, so it's usually higher than your mortgage interest rate.

### CLOSING COSTS

Generally, 2 to 5 percent of the purchase price includes lender fees, recording fees, transfer taxes, third-party fees such as title insurance, and prepaid and escrows such as homeowner's insurance, property taxes, and HOA fees.

### CLOSING DISCLOSURE

A document that provides an itemized listing of the funds that were paid or disbursed at closing.

### CONTINGENCY

A provision in a contract requiring certain acts to be completed before the contract is binding.

### DEED

The legal document conveying title to a property.

### DOWN PAYMENT

A cash payment of a percentage of the sales price of the home that buyers pay at closing. Different lenders and loan programs require various down payment amounts such as 3 percent, 5 percent, or 20 percent of the purchase price.

### EARNEST MONEY DEPOSIT

Also known as an escrow deposit, earnest money is a dollar amount buyers put into an escrow account after a seller accepts their offer. Buyers do this to show the seller that they're entering a real estate transaction in good faith.

### ENCUMBRANCE

Anything that affects or limits the fee simple title to a property, such as mortgages, leases, easements, or restrictions.

### EQUITY

A homeowner's financial interest in a property. Equity is the difference between the fair market value of the property and the amount still owed on its mortgage and other liens.

### ESCROW

Putting something of value, like a deed or money, in the custody of a neutral third party until certain conditions are met.

### HOMEOWNERS ASSOCIATION FEE (HOA)

A fee is required when you buy a home located within a community with an HOA that typically pays for maintenance and improvements of common areas and may include the use of amenities.

## HOMEOWNER'S INSURANCE

Insurance that provides you with property and liability protection for your property and family from damages from a natural disaster or accident. Lenders usually require borrowers to buy homeowner's insurance.

## HOME WARRANTY

A service agreement that protects a home's systems & appliances from everyday wear and tear or accidental breakdowns due to age or mechanical malfunctions. A buyer's home warranty is a form of protection that limits out-of-pocket expenses for repairs or replacements.

## LENDER FEES

Part of a home purchase's closing costs may include an application fee, attorney fees, and recording fees. The lender's underwriting or origination fee is usually 1 percent of the loan amount property.

## LOAN TYPES

Mortgages have different terms ranging from 10 to 30 years and are available with fixed or adjustable interest rates. Your lender can discuss down payment, insurance, credit requirements, and other specifics of various loan types.

## MONTHLY DEBT

The minimum payment on credit card debt; auto, student, and personal loan payments; and alimony or child support. Rent or mortgage for a property that you will pay after your home purchase must also be included.

## PROPERTY TAXES

Typically imposed by local governments on real property, including residential real estate. The tax rate can change annually, and the assessed value of your property is usually recalculated annually.

## MORTGAGE

A loan from a bank, credit union, or other financial institution that relies on real estate for collateral. The bank provides money to buy the property, and the borrower agrees to monthly payments until the loan is fully repaid.

## MORTGAGE INSURANCE

Insurance that protects the lender and repays part of the loan if a foreclosure sale can't fully repay the borrower defaults and the loan. Usually required on loans with less than a 20 percent down payment.

## PREPAIDS

Prepays are expenses paid at the closing for bills that are not technically due yet, such as property taxes, homeowner's insurance, mortgage insurance, and HOA fees.

## THIRD-PARTY FEES

Any closing costs charged by someone other than your lender typically include fees for an appraisal, a property survey, a title search, an owner's and lender's title insurance, and sometimes an attorney.



# CLIENT

REVIEWS





# CLIENT TESTIMONIALS

ANNIE JAMES



During this time, where the housing market is not at all favorable for buyers, The Brand Realty helped us in buying a home in Escondido, CA at the best price. Realtor's responsiveness, process knowledge, and great negotiation skills made our home buying experience really smooth and fun. I am so glad to work with Serri Home team.

JOHN Z.



The Brand Realty let us know what to expect and really kept us on schedule. We bought our home in Oceanside and were so thankful we had them as our real estate agents.

I would definitely recommend them to anyone who needs a realtor, they are truly amazing.

GABE C.



The Brand Realty Team is an amazing group of professional agents. As a 20 year real estate industry veteran I know first hand what it takes to offer such a high caliber of expertise and service to clients like The Brand Realty Team offers! A must pick for anyone looking to buy or sell in North County San Diego and my go-to referral for anyone I have relocating to the area!

# CONTACT US

FOR ADDITIONAL INQUIRIES



**THE BRANDREALTY**

BROKERED BY REAL BROKER

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leaf

Work Hard. Be Kind.