



HOMEBUYER'S GUIDE

A resource to help guide you through the homebuying experience from start to finish.

PRESENTED BY:

AGENT NAME

PHONE NUMBER

EMAIL ADDRESS

VISION

TO BE THE
GLOBAL
REAL ESTATE
LEADER

— THE —
ULTIMATE
DESTINATION
FOR
PROFESSIONALS
AND CONSUMERS



MISSION

DELIVER

— THE —

BEST
EXPERIENCE

IN EVERYTHING

REAL
ESTATE

VALUES

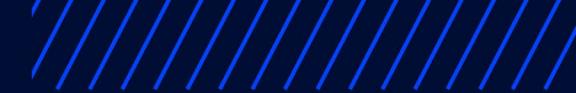
MAX
EFFORT

OBSESSED

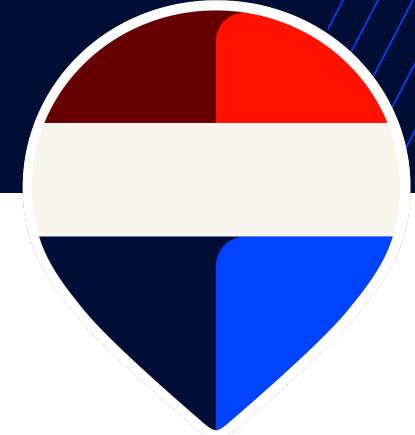
— WITH —
CUSTOMER
EXPERIENCE

RIGHT
THING

EVERYBODY
WINS



ABOUT ME



AGENT NAME

REALTOR®

000.000.0000

Name@gmail.com

website.com

Etiam at arcu nunc. Nam dignissim justo ante, ac mattis nisi vehicula fringilla. Maecenas ultrices eu mi eget sodales. Donec consectetur hendrerit ipsum eget suscipit.

WHAT HAPPY HOME BUYER'S SAY....

- ▶ Testimonials

WHY REMAX ALLIANCE GROUP?



FLORIDA'S LARGEST REMAX OFFICE

Reputations are earned and at REMAX Alliance Group, we are proud of our well-established reputation for exceptional customer service. For more than 30 years we have adapted to ever changing real estate market conditions and provided the most professional and comprehensive real estate services to our clients.

COMPLETE REAL ESTATE SERVICES

- Residential Sales and Leasing
- Property Management
- Commercial Real Estate

ADDITIONAL IN-HOUSE SERVICES

<ul style="list-style-type: none">• Mortgage Company• Title Company• Real Estate Attorney• Marketing Department• 24/7 Broker and Manager Support	<ul style="list-style-type: none">• Advanced Educational Tools• In-House Training• Personal Tech Training & Support• Business Coaching
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RE/MAX
AllianceGroup

2024 SUMMARY



Total Transactions
5,181

Total Volume
\$2.7 Billion



Agent Production
Average GCI per agent
\$162,078

Average Volume
per agent

\$6.87 Million

Average Transactions
per agent

13.18 Transactions



Current Agent Count
393

Current Office Count
15

ONE-STOP SHOPPING



We're changing the way real estate companies do business in our area by providing mortgage, title services and an in-house legal team under one roof. In addition, our other preferred providers have joined us to complete this unique, convenient and cost-effective opportunity for our valued clients.

CMG HOME LOANS Our partnership with CMG Home Loans delivers a seamless and personalized home buying experience. CMG Home Loans is committed to helping borrowers secure not just any mortgage, but the right financing solution tailored to their unique financial circumstances and long-term goals. Their dedicated team of loan officers works closely with clients to ensure confidence and clarity at every stage of the mortgage process. With a focus on education, innovation, and service, CMG Home Loans aims to highlight the many benefits of homeownership while offering forward-thinking mortgage products designed to meet the evolving needs of today's buyers.

ALLIANCE GROUP TITLE Alliance Group Title offers flexible, cost-effective title and closing services. Receive fast responsive customer service, a dedicated transaction coordinator, and convenient access to title experts. Our title professionals have more than 80 years of combined experience and take care of all the necessary research to assure all the i's are dotted and the t's are crossed.

IN-HOUSE LEGAL SERVICES REMAX Alliance Group has a full-time in-house licensed attorney with more than 20 years of real estate law experience. Legal counsel is available to help our associates with legal matters that may arise during a transaction. Having in-house council allows your agent to get direct questions answered on your behalf without the lengthy process and expense of seeking outside counsel.

PREFERRED VENDORS We have aligned ourselves with service providers that are relevant in the home buying or selling process such as Spirit Movers and Pillar to Post Home Inspections. These companies are well qualified and understand the importance of customer service and accountability. They value the Preferred Vendor status and look to exceed expectations with REMAX Alliance Group customers.

WHY CHOOSE A RE/MAX AGENT?



For over 50 years, RE/MAX has been building a global network of highly productive, full-time real estate professionals. RE/MAX agents average more sales and have more real estate sales experience than other real estate agents.

What does this mean for you? It means when you work with a RE/MAX agent, you are getting a dedicated real estate professional with access to a vast knowledge base, as well as the tools and support they need to help you find and purchase the right home.

10 STEPS TO PURCHASING A HOME

1. Choose a real estate agent that's right for you.
2. Know your budget.
3. Explore mortgage options, get pre-approved.
4. Create a remax.com account and browse homes online.
5. Identify homes you like and schedule home tours.
6. Make an offer.
7. Get a home inspection.
8. Close the deal.
9. Update utilities and transfer services.
10. Move into your new home!

LET A RE/MAX AGENT BE YOUR GUIDE



Whether you are moving across town or across the country, the real estate market is a big place. An experienced RE/MAX agent can help you navigate it. RE/MAX agents have access to current market information and can help you make informed decisions about the areas and properties that interest you. As you move through the process, your RE/MAX agent can walk you through confusing paperwork and, of course, assist you in house hunting.

Visit remax.com to get in touch with a local RE/MAX agent who will guide you through each step of the homebuying process.

TIPS FOR CHOOSING A REAL ESTATE AGENT

Do your due diligence.

Research real estate agents online, read reviews and solicit recommendations from family and friends.

Choose someone you trust.

A home is a very personal, expensive purchase. It's critical that your real estate agent makes you feel comfortable, listens to you and respects your views.

Look for experience.

An experienced, full-time real estate professional will likely have already experienced market ups and downs and will know how to navigate current conditions.

Communication matters.

You're going to have questions during this process - it's natural. That's why it's important you choose an agent who you feel has your best interests in mind and will help you navigate the process with effective and timely communication.

**TO FIND THE RIGHT
AGENT FOR YOU, ASK
YOUR TOP CANDIDATES
THESE QUESTIONS:**

1. How much experience do you have, and can you provide references?
2. What services and resources do you offer?
3. How will the homebuying process work and what's expected of me?
4. How much time can you devote to my needs, and how often will you communicate with me?
5. What types of homes are your specialty, and are you familiar with the neighborhoods that interest me?
6. How many homes have you helped customers buy in the last year?
7. What happens after we make an offer? What about after closing?

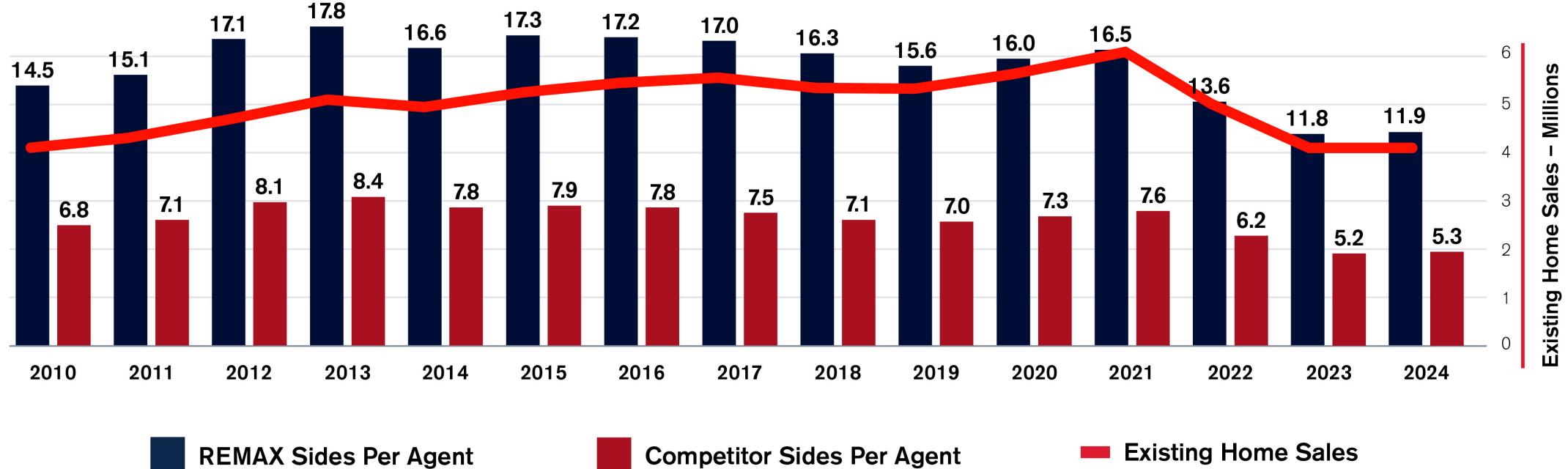
WHY REMAX?



THE #1 NAME IN REAL ESTATE

- More buyers and sellers think of RE/MAX than any other real estate brand.
- Voted #1 most trusted real estate agents in the USA and Canada.
- The first real estate brand to close over 2 million total transaction sides in one year.

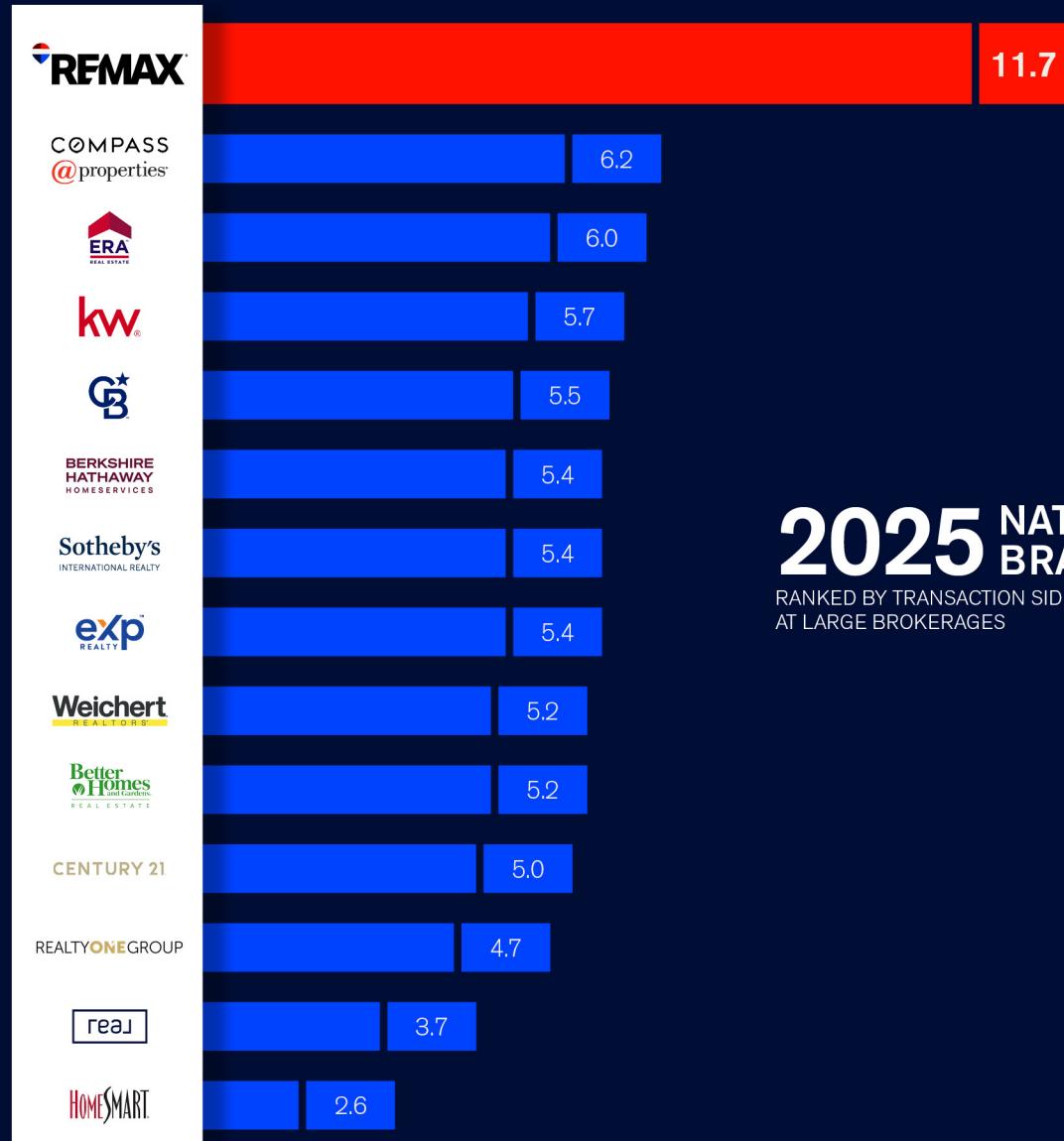
REMAX AGENTS THRIVE IN GOOD AND BAD MARKETS



WHY REMAX?

When it comes to agent productivity, REMAX® agents lead the way.

That means more REMAX yard signs, more brand building and more closed transactions.



2025 NATIONAL BRANDS

RANKED BY TRANSACTION SIDES PER AGENT
AT LARGE BROKERAGES

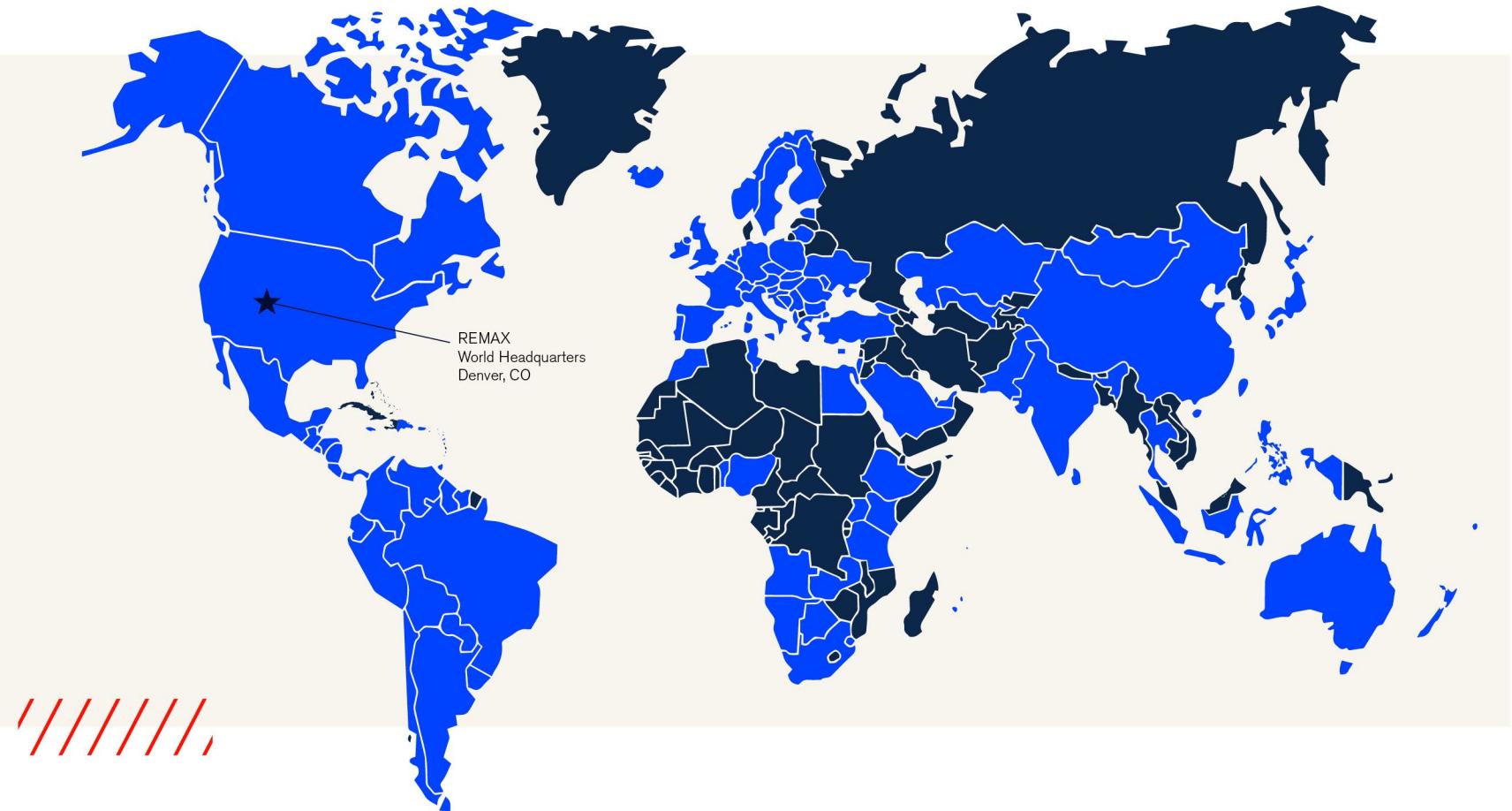
THE POWER OF REMAX



Nearly
9,000
Offices Worldwide

145,000+
Agents Worldwide

A Presence in
Over 110
Countries &
Territories



WHY YOU *NEED ME* AS YOUR BUYER'S CONSULTANT



REMAX[®]
ALLIANCE GROUP

BENEFITS OF WORKING TOGETHER



HERE TO GUIDE YOUR EVERY STEP:

I will use my experience and expertise to guide you through the entire home-buying journey. Starting with exploring various homes to discover your perfect match, then negotiating the best deal for you to finally overseeing the property walkthrough to guarantee everything is in order, I've got your back. I handle the nitty-gritty details of drafting and presenting offers, negotiating on your behalf to ensure you get your new home at the best possible price. I'll be by your side during the home inspection, ready to address and manage any unexpected issues. I will also stay connected with your lender and title company, to make sure everything is on track for a smooth closing. And just before we cross the finish line, I'll go over the ALTA/HUD Closing Statement with you to make sure you're crystal clear on all the charges.

HOW I WORK:



To decide which REALTOR to work with, it's important to understand there are definite differences in the way real estate professionals prefer to serve their customers.

I choose to perform as a Real Estate Buyer's Consultant, and as such, will take a strategic and consultative approach to helping you find and purchase your perfect property. Throughout this presentation, you will notice that what I offer is quite different from what you would expect.

THOROUGHLY ANALYZE YOUR NEEDS:

Shopping for homes without pre-established criteria is like going grocery shopping while you're hungry without a shopping list. Thus, we should complete a thorough needs analysis before scheduling our showing appointments. After all, we can't hit the target if we're blindfolded.

Focus is 98% of success! As your real estate consultant, I won't aggressively show you 20-50 homes hoping you'll settle for one. Instead, I will use a proactive approach that begins with a face-to-face meeting to determine exactly what you and your family consider to be your perfect home.

DETERMINE YOUR FINANCIAL COMFORT ZONE:



When it comes to purchasing a property, one of the most crucial factors to consider is your budget. Your budget serves as a financial guide, leading you towards a wise and sustainable investment.

As your dedicated buyer's agent, I will connect you with a mortgage expert who will assist you in finding the most suitable loan for your needs. Once you and your lender have a clear understanding of your purchasing power, I will diligently search for properties that align with your requirements and desires.

TELL THE HARD TRUTH:

The hard conversations must not be avoided. Thus, we must be willing to present reality, as it is, not as we wish it was.

A working relationship should not be set up to fail from the very beginning! As your real estate consultant, I will not sell you “blue sky” or tell you what I think you want to hear. Instead, I will be totally honest about your options based on your specific needs. All I ask is you be 100% honest with me so I can best advise you.

ASSEMBLE SHOWING PACKAGES:



A large financial transaction deserves time and attention. Thus, we should gather all the relevant information needed for an informed, intelligent offer.

Don't let other potential buyers steal your dream home! As your trusted real estate consultant, I am committed to ensuring that you never miss out on your perfect property due to lack of preparation. Instead, I will proactively arrange everything in advance, so that the moment you discover your ideal home, you can swiftly and confidently make an informed and intelligent offer.

REMAIN PROACTIVE:



The pre-closing period is the most crucial time of the contract. Thus, we must remain totally focused and proactive around the many activities that will be implemented during this vital phase

This is not the time to coast. I will make sure you are aware of all your contractual obligations. Provide you with vendor options to perform contract tasks, while constantly applying my skills and experience to make sure you have the information you need to make smart decisions.

COMMUNICATE REGULARLY:

Frequent, effective communication is the key to a successful working relationship.

My priority is to keep you informed throughout the process! As your real estate consultant, I will not lose focus and allow things to fall apart once the option period has expired. Instead, I will stay in weekly contact with all parties until the keys to your new home are successfully placed in your hands.

ADVANTAGES OF MAKING A PURCHASE IN THIS MARKET, EVEN NOW



Many buyers just like you are currently wondering if it is a good time to buy a home due to higher interest rates and monthly mortgage payments - the answer is yes, and we will tell you why!

- Despite the recent increases, home prices are still lower than they are expected to be in the years ahead.
- While interest rates have risen from their record lows of 2021, they are still relatively low by historical standards.
- Rent payments are hitting record highs - so you may as well own the home and build equity in it instead of paying off someone else's mortgage by renting.
- It's been said, you should marry the house (buy it now) and date the rate (dump it and refinance later).
- Should interest rates drop, demand will increase, and you will **compete with many more buyers for the same property.**
- Homeownership is and has always been a great way to build wealth.
- Homeownership can provide stability and peace of mind along with a sense of community and belonging.

WHAT'S YOUR INVESTMENT?

MY COMPENSATION

Buyer's agents are typically compensated by the listing agent at the closing of the transaction from the commission agreed upon by the seller. The specific amount of compensation for the buyer agent varies with each listing, but it will be clearly communicated upfront and disclosed to you.

IF COMPENSATION IS NOT OFFERED

In the event that the Seller does not offer a commission to the buyer's agent or provides compensation below X%, you will be responsible for covering the difference between the agreed-upon commission and the Seller's offer. Rest assured, I will always strive to negotiate a Seller credit to assist with the compensation. It is important to note that you will never be required to pay for the compensation of a listing agent.



IN SUMMARY



I'm available for you most every single day

I am with you every step of the way, from showing you any number of homes right through closing and everything in between

You'll work with a great negotiator to ensure you pay the best possible price for your new home

You will receive customized property information directly to your inbox when listings are live the market

REMAX Alliance Group provides in-house title and mortgage lending companies available for your use

I can find off-the-market listings through our vast network of RE/MAX Alliance Group agents

Now, is still a great time to buy a home!

- ▶ **Thank you for your time, I look forward to helping you to purchase your next home!**
- ▶ If we both agree that we're a perfect match in our quest to find your dream home, then let's get started. But before we do, I'd like to take a moment to explain how I work exclusively with my valued clients and clarify the way I am compensated.
- ▶ Now, let the journey begin!

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Thank You