

# I Am Buying A Home



**kw**  
KELLERWILLIAMS.  
Each Office is Independently Owned and Operated

MARKETING  
LISTING CONSULTATION



PREPARED BY:



**JOHN SLOAN**

REALTOR® ■ CaBRE: 01413017

 **760.537.3000**

 [John@JohnSloanRealEstateGroup.com](mailto:John@JohnSloanRealEstateGroup.com)

 [www.palmspringsrealestatebuzz.com](http://www.palmspringsrealestatebuzz.com)



47100 WASHINGTON ST., STE. 101; LA QUINTA, CA 92253







**John Sloan**  
Realtor®, CEO



**Paula Sloan**  
Realtor®  
Certified Real Estate  
Appraiser



**Jim Zeltner**  
Realtor®



**Josefina Gonzalez**  
Office Administrator  
Client Services Manager



**Ryan Feier**  
Compliance  
Transaction  
Coordinator



**Angela Morris**  
Interior Design



**Mel Mason**  
Clutter Expert



Mortgage Company



Escrow Companies



Termite & Pest Control



Home Warranty & Protection



# John Sloan Real Estate Group

## Belief System

### TO HELP ENRICH OTHER'S LIVES

#### THE KELLER WILLIAMS BELIEF SYSTEM

At the core of Keller Williams Realty is a conviction that who you are in business with matters. We believe that the company we keep can contribute to our lives in untold ways. To help cement this understanding, we've formalized a belief system called the WI4C2TS that guides how we treat each other and how we do business.



- Win-Win:** or no deal
- Integrity:** do the right thing
- Customers:** always come first
- Commitment:** in all things
- Communication:** seek first to understand
- Creativity:** ideas before results
- Teamwork:** together everyone achieves more
- Trust:** starts with honesty
- Success:** results through people

#### Our Mission

To build careers worth having, businesses worth owning, lives worth living, experiences worth giving, and legacies worth leaving.

#### Our Vision

To be the real estate company of choice for agents and their customers.

#### Our Values

God, Family, then Business.

#### Our Perspective

A technology company that provides the real estate platform that our agents' buyers and sellers prefer. Keller Williams thinks like a top producer, acts like a trainer-consultant, and focuses all its activities on service, productivity, and profitability.



## JOHN SLOAN

**Keller Williams Realty / John Sloan Real Estate Group;** 2005 - present  
La Quinta, CA  
Realtor; Chief Executive Officer



Generated over \$100 million in sales including 400 sold properties over the course of 17 years  
2021: Achieved over \$20 million dollars in sales  
2020: Achieved over \$12 million dollars in sales  
2019: Achieved over \$15 million dollars in sales  
2018: Achieved over \$10 million dollars in sales  
2017: Achieved over \$10 million dollars in sales  
2016: Achieved over \$11 million dollars in sales  
2015: Achieved over \$10 million dollars in sales  
2014: Achieved over \$10 million dollars in sales  
2013: Achieved over \$5 million dollars in sales  
2010, 2011, 2012, 2013, 2014, 2015, 2017, 2018, 2019, 2020, 2021, 2022: Appointed to the Agent Leadership Council (ALC) for the La Quinta Market Center Office  
2014: Presented with the KW Agent Leadership Council's Member of the Year award  
2013: Presented with the KW's Cultural Hero of the Year award  
Ongoing mentor, teacher and coach for KW real estate agents

**Gibson Partners Realty;** 1976 - 1977  
Dubuque, IA  
Realtor

1976: Generated over \$1 million in sales including 30 sold properties  
1977: Generated over \$1 million in sales including 30 sold properties

### Professional and Philanthropic Organization Activities

National Association of Realtors (Member), California Association of Realtor (Member), Palm Desert Chamber of Commerce (Chamber Board of Directors & Ambassador), American Cancer Society (Development Committee), Christians in Commerce (Palm Desert Chapter President), R.E.S.C.U.E (Volunteer), Street Life Project (Volunteer)

2018 & 2019 : Palm Desert Chamber of Commerce /Businessman of the Year

### Professional Certifications and Designations

Keller Williams Global Property Specialist, Short Sales & Foreclosure Resource Certified (SFR), National Association of Realtors' E-Pro Certified, Certified Luxury Home Specialist

### Television and Radio Career; 1978 - 2005

During my 27 years in the network affiliated television industries, I was responsible for overseeing all departments including administration, advertisement sales, marketing, news, commercial production, engineering and scheduling. My honed negotiating skills produced programming achievements with major syndication companies, such as King World (Oprah, Jeopardy, Wheel of Fortune, MASH, Phil Donahue, Rachel Ray & Judge Judy).

### Professional and Philanthropic Organization Activities

National Association of Broadcasters (Member), Iowa Broadcasters Association (Member), Junior Achievement (Board of Directors), Rotary Club (Member), Davenport Chamber of Commerce (Member), American Cancer Society (Member), Quad Cities Leadership Council (Board of Directors), Shelter for the Homeless (Committee Member), Kiwanis Club (Member), Variety Club (Development Committee)

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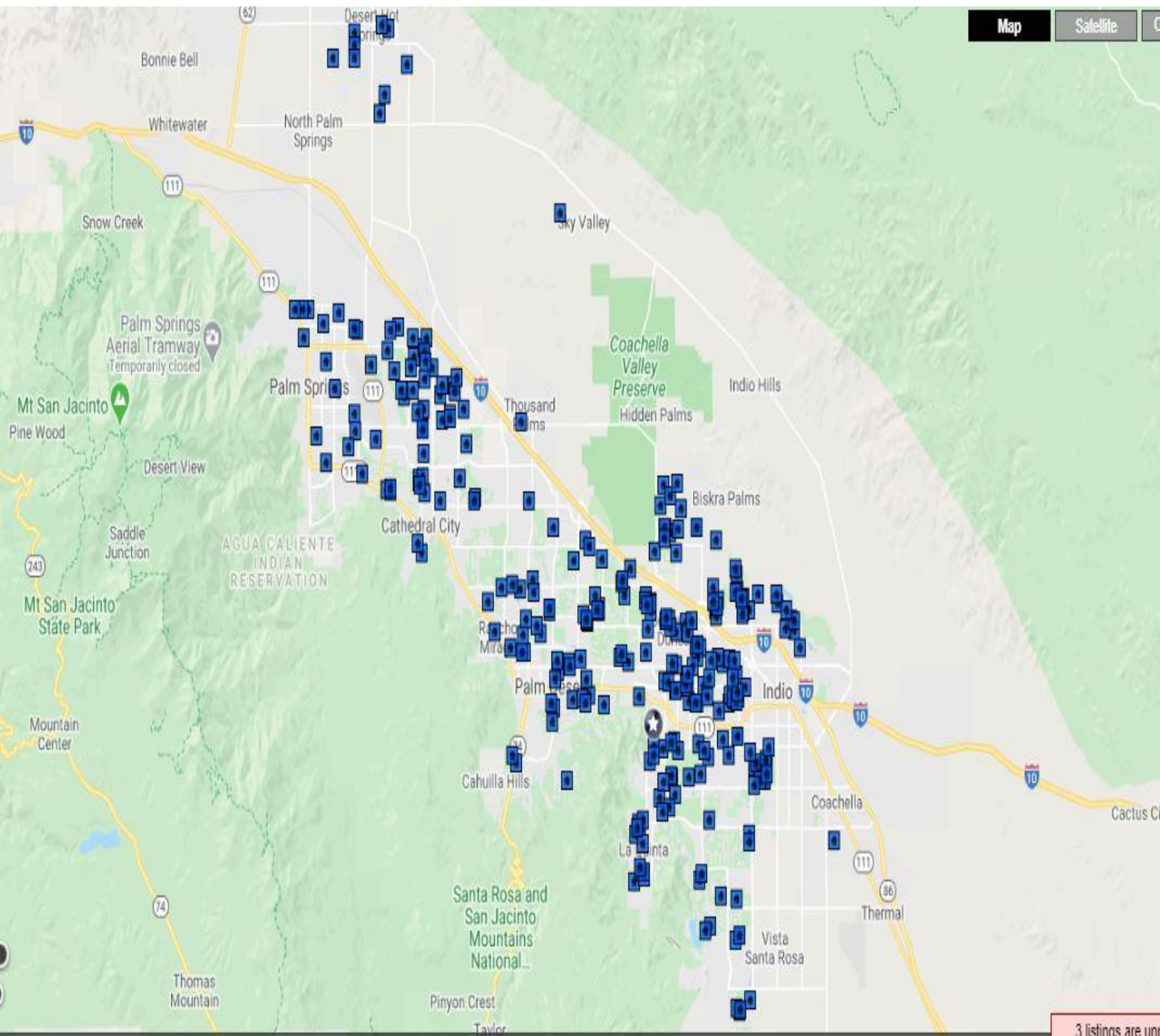
📞 760.537.3000

✉️ John@JohnSloanRealEstateGroup.com

🌐 www.SearchPalmSpringsHouses.com



John Sloan has personally listed and sold over 400 homes throughout California, negotiating vigorously on behalf of all of his clients







# THE NATIONAL ASSOCIATION OF REALTORS®

Certifies that

**John Sloan**

Has successfully completed the online course:

## CIPS - Global Real Estate: Local Markets

Presented on:

March 01, 2015

*John A. Stinton*

John A. Stinton, CAE, CMA, CPA, RCE  
Chief Executive Officer  
NATIONAL ASSOCIATION OF REALTORS®



NATIONAL ASSOCIATION of REALTORS®



REALTOR UNIVERSITY

# VERIFIED

CERTIFIED LUXURY HOME MARKETING SPECIALIST®



Designation Awarded  
**2019**

## JOHN SLOAN



**KELLER WILLIAMS REALTY**

47100 Washington #101  
La Quinta, CA 92253

*CLHMS Designation Awarded 2019*  
*ILHM Member Since 2018*

Discover the benefits of working with a Certified Luxury Home Marketing Specialist®



**Ramsey Score**

**R 97** / 100

**HIGHEST ATTRIBUTES**

Humble to Learn ⓘ	<b>100</b>
Growth Minded ⓘ	<b>100</b>

**LOWEST ATTRIBUTES**

People over Profits ⓘ	<b>85</b>
Capacity to Serve Fans ⓘ	<b>85</b>

**Fan Scores**

**4.7** ★★★★★

**R Missional**

**4.6**

Heart of a Teacher ⓘ	<b>4.6</b>
Heart to Serve ⓘ	<b>4.6</b>

**✓ Reliable**

**4.7**

Expectation Setting ⓘ	<b>5.0</b>
Professionalism ⓘ	<b>5.0</b>
Communication Style ⓘ	<b>4.6</b>
Knowledge ⓘ	<b>4.6</b>
Proactivity ⓘ	<b>4.6</b>
Responsiveness ⓘ	<b>4.6</b>

**★ Overall**

**4.8**

Easy to Work With ⓘ	<b>5.0</b>
Refer to Friend ⓘ	<b>5.0</b>
Overall Experience ⓘ	<b>4.6</b>

John Sloan has been a TRUSTED ADVISOR\_(for REAL ESTATE) with the Dave Ramsey Program in the Coachella Valley since 2013. Dave Ramsey is America’s trusted voice on money and business, and is a personal money-management expert and extremely popular national radio personality. His seven best-selling books –Financial Peace, More Than Enough, The Total Money Makeover, EntreLeadership, The Complete Guide to Money, Legacy Journey and Smart Money Smart Kids – have sold more than 10 million copies combined. John is privileged to be part of Ramsey Solutions select real estate agents.





## WEBSITE EXPOSURE

[www.PalmSpringsRealEstateBuzz.com](http://www.PalmSpringsRealEstateBuzz.com)

90% of all Buyers start their search online before they even start talking with a real estate agent. Our website, [www.PalmSpringsRealEstateBuzz.com](http://www.PalmSpringsRealEstateBuzz.com), has been viewed by over 1,000,000 people from 145 countries around the world and **YES**, they are all looking to purchase a home.

# SOCIAL MEDIA

## WE'RE ON FACEBOOK!

- Reach the Influential
- Find "Hidden Buyers"
- Create Excitement
- Invitations to Open Houses



craigslist 



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The screenshot shows the top of a Facebook profile page. At the top left is the Facebook logo and a green 'Sign Up' button. To the right are input fields for 'Email or Phone' and 'Password', with a 'Log In' button and a 'Forgot account?' link below. The profile picture is a portrait of John Sloan. The cover photo is a landscape with a swimming pool and a hot tub. The profile name is 'John Sloan Real Estate Group' with the handle '@johnsloanrealestategrou p'. The cover photo text includes 'JOHN Sloan REAL ESTATE GROUP', 'KELLER WILLIAMS REALTY', 'PALMSPRINGSREALESTATEBUZZ.COM', and 'CALBRE #01213017'.

<https://www.facebook.com/johnsloanrealestategroup/>

<https://www.facebook.com/johnsloanrealtor>



# WHY KELLER WILLIAMS



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## UNDERSTANDING THE ESCROW PROCESS

Understanding how the escrow process works isn't something that comes naturally to most home buyers, and that's okay! That's what we're here for, to help you understand the escrow process so that you can check it off your list and focus on other important things like finding and buying your home in the [Palm Springs Area known as Coachella Valley](#)

This guide is written for home buyers in all of southern California. If you looking to buy a house in southern California, this for you!

### What is the escrow process?

Escrow is the process in which parties that are a part of a transfer or financing of real estate (in your case, the home buyers and sellers) deposit legal documents and funds with a neutral third-party (an escrow agent) that are held in trust until a specific condition is met according to mutually agreed upon instructions from both parties.

Simply put: You, the home buyer, and the home seller will provide all of the necessary information and documents related to the real estate transaction with a neutral third-party for safe protection for a short amount of time. Once inspections, appraisals and other closing actives are complete, the distribution or transfer of real estate then takes place and, as you may have heard before, "escrow is closed."

If it seems difficult to understand, that's because it can be. Escrow can be unpredictable and stressful at times, but with an [experienced team of real estate experts](#), title and escrow professionals working together to help guide you through the process, you'll be in great hands.

### Why we have escrow in real estate

You might be wondering, "What is the point of real estate escrow in the first place"? Let's put it this way: the escrow process is something that protects you and helps to minimize the potential risk involved in any real estate transaction. When a neutral third-party has possession of, and safeguards, all of the legal documents and funds, it allows buyers and sellers to work with one another assured that nothing will happen (for example: release of funds) until all of the conditions are met in agreement with both parties.





In short, it's a benefit and a bit of insurance to you, as the home buyer, during the home-buying process. Be grateful the escrow process exists!

## Escrow process timeline

The escrow process timeline depends on your particular contract with the home seller involved with the escrow process. Although a typical escrow process can take approximately 30 days from open to close, it can largely vary depending on many outside factors. These factors may include: delayed time it takes to approve and underwrite the loan, waiting on documents that have not yet been signed, disputes amongst parties or other unexpected circumstances.

Remember, patience is a virtue. In the end, you'll be in your new home and the potential strains of waiting for escrow to close will all be behind you.

## Escrow process in California

For a sneak peek into the escrow process timeline in southern California, we've outlined the 7 basic steps below. If you're wondering "What does an escrow company do?" or "What is an escrow officer?", this guide should help.

**STEP 1:** An offer is accepted by the seller and a contract is signed, officially starting the escrow process. A deposit is then made from the buyer, which is safeguarded in escrow, who also reviews and signs off on any disclosures provided by the seller.

**STEP 2:** The escrow company prepares a set of instructions that detail out everything that needs to be completed before the close of escrow. If in agreement, the buyer and seller sign documents to confirm and the seller then signs a grant deed transferring title of the property to the buyer, which is also safeguarded in escrow.

**STEP 3:** At this point, the buyer can elect to perform an inspection on the property and based on the outcome of such inspections can ask the seller to do repair work, offer closing cost credits or reduce the sale price. The seller can adhere to requests or deny, both parties moving forward accordingly.



**STEP 4:** If all goes to plan, the buyer then submits a loan application to their lender who then sends back a “good faith estimate”, a breakdown of estimated closing costs. The buyer follows up by sending along a series of personal financial disclosures for review by the lender.

**STEP 5:** Upon approval from the lender, a loan commitment letter is issued from the lender who also orders an appraisal after the loan contingency is removed from the buyer by the date agreed on in contract. Proof of homeowner’s insurance is then submitted to the lender.

**STEP 6:** In the closing steps, a title search is run to uncover any liens or assessments on the property title. Upon clearance, title insurance is prepared and the lender sends final documents to escrow agent.

**STEP 7:** The buyer then signs all closing documents and pays the remaining fees for down payment and closing costs. Once the deed is recorded and escrow agent distributes funds to the correct parties, the deal is then complete – buyer gets the keys and escrow is closed!

- **What companies are involved in the escrow process?**

- Escrows are usually performed by both a separate escrow company and title company, and thus with two companies providing services, there are two separate fees.
- Home buyers and home sellers sign joint escrow instructions after the purchase contract has been signed and escrow is opened.
- The closing statement is commonly referred to as the “final closing statement,” “settlement statement” or “HUD-1”.
- The division of escrow and title charges are as follows: sellers usually pay for the title insurance and the documentary county transfer tax, while splitting the escrow fee with the home buyer.





## 10 escrow mistakes to avoid

Mistakes are bound to happen, that's a sure thing. Do yourself a favor and prevent any unnecessary, and common, mistakes by NOT following these top 10 everyday escrow-related pitfalls:

1. Being unprepared for the escrow process
2. Not reviewing, reading and understanding all documents before signing
3. Not asking for an estimated closing statement up-front
4. Not reviewing the preliminary title report
5. Lack of quality communication with your mortgage broker or lender about your loan
6. Forgetting that documents are time sensitive
7. Not communicating credits owed to your lender
8. Not doing your due diligence and doing solid research on escrow holder
9. Overlooking meeting people you're working with in person
10. Not keeping a copy of everything you sign and receive

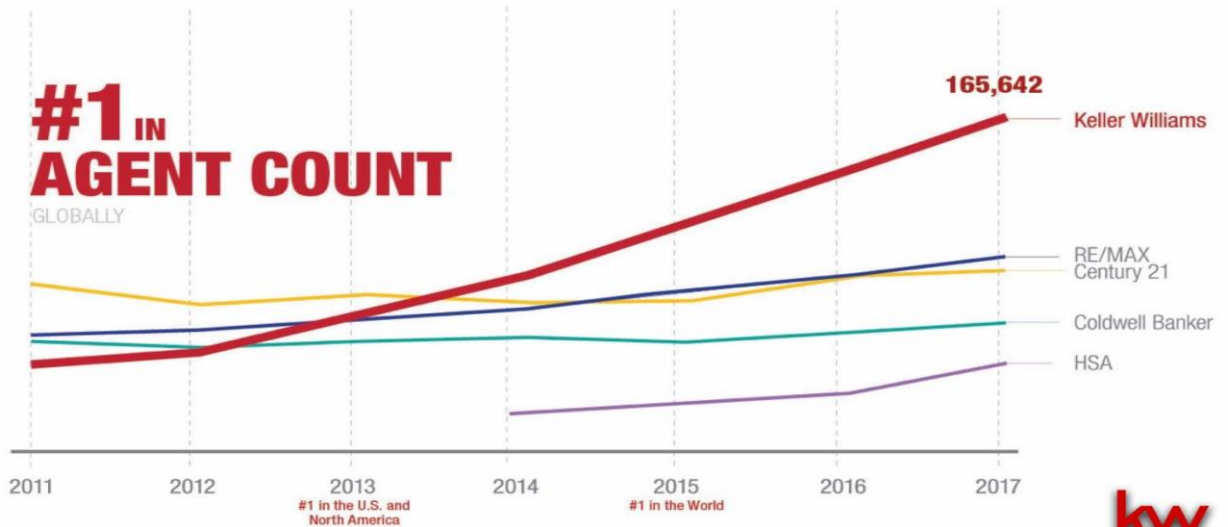
And there you have it, the escrow process in California explained in everyday lingo. Stick to these basics for the escrow process and you'll be good to go!

# WHY KELLER WILLIAMS



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WORLDWIDE

## THE PROOF IS IN THE NUMBERS

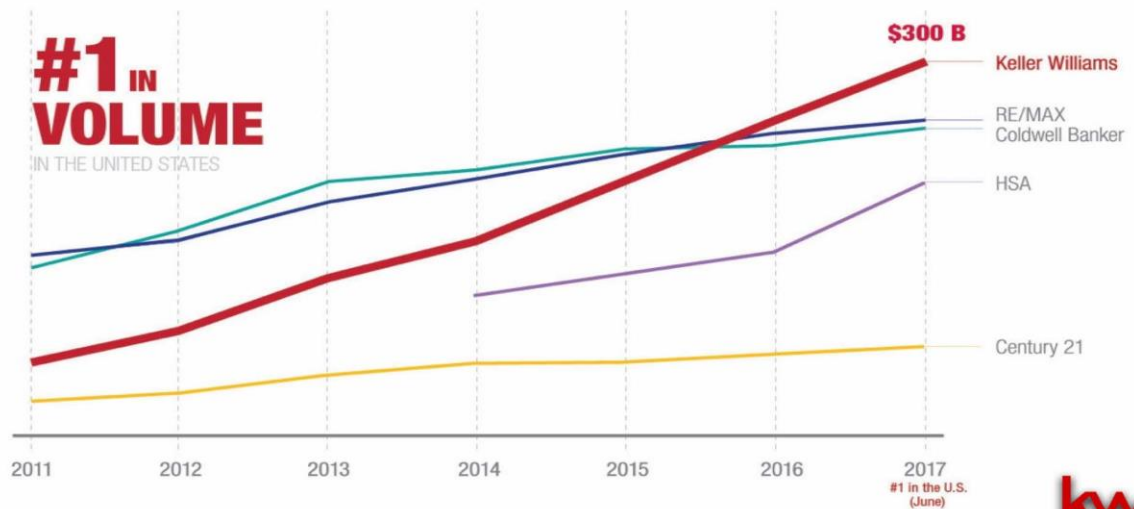


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# WHY KELLER WILLIAMS



## THE PROOF IS IN THE NUMBERS

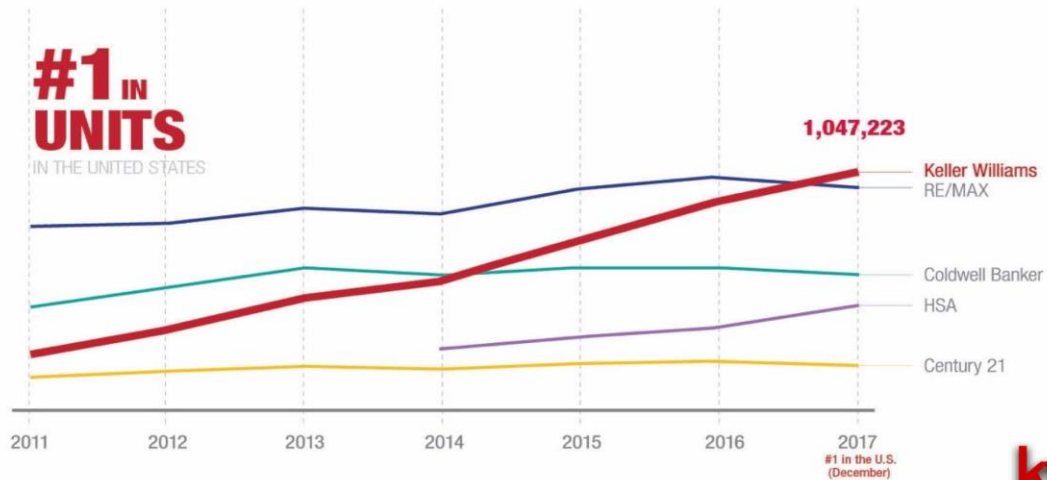




# WHY KELLER WILLIAMS



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# kw

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A GLOBAL  
REAL ESTATE  
POWERHOUSE

# 5

CONTINENTS

# 52

REGIONS

# 230+

MARKET CENTER LOCATIONS

## KW WORLDWIDE REGIONS

- As of February 2021

Keller Williams is the largest real estate franchise in the world – home to more real estate professionals than any other company. As of February 2021, master franchise agreements have been awarded across 52 regions outside of the United States.

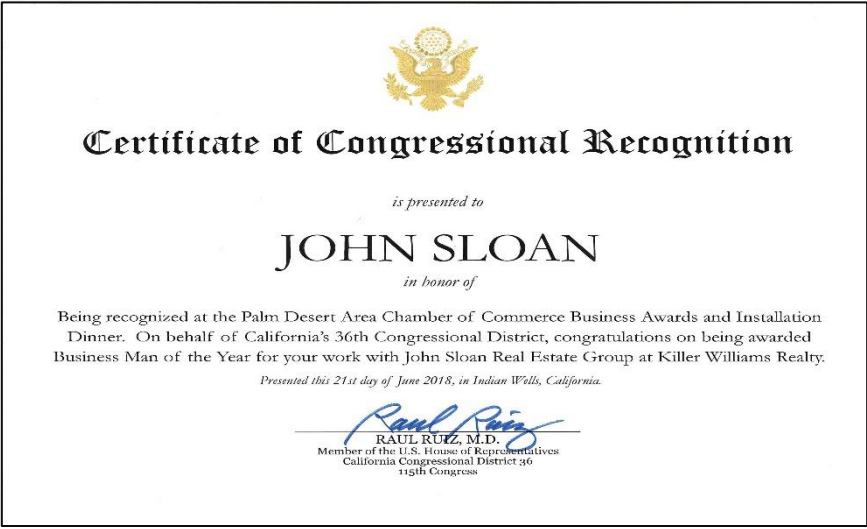
- Albania
- Argentina
- Aruba
- Belgium
- Belize
- Bermuda
- Cambodia
- Canada
- Chile
- Colombia
- Costa Rica
- Cyprus
- Czech Republic
- Dominican Republic
- Dubai, UAE
- France
- Greater Shanghai, China
- Greece
- Honduras
- Indonesia
- Ireland
- Israel
- Italy
- Jamaica
- Japan
- Luxembourg
- Malaysia
- Mexico
- Monaco
- Mongolia
- Morocco
- Nicaragua
- Northern Cyprus
- Panama
- Paraguay
- Peru
- Philippines
- Poland
- Portugal
- Puerto Rico
- Romania
- Serbia
- Slovenia
- Southern Africa
- Spain
- Thailand
- Trinidad and Tobago
- Turkey
- Turks and Caicos
- United Kingdom
- Uruguay
- Vietnam





Palm Desert Area Chamber of Commerce serving over 900 Coachella Valley Area Businesses named John Sloan Businessman of the Year 2018 & 2019

**John is Past Chairman of the Board 2020-2022**





# John Sloan Real Estate Group - Keller Williams Luxury Homes

[Get more reviews](#)

47100 Washington St #101, La Quinta, CA

5.0  50 reviews 



**Barbara Cooper**

5 reviews



 3 months ago

**Positive:** Professionalism, Responsiveness

John was a very professional, yet super friendly Realtor to work with. He responded to all our communications quickly and we felt he took our transaction personally even though it wasn't a "high-priced" selling property. I also liked that John gives a portion of his commission to a charity.



**Gary Ballou**

1 review



 2 months ago

**Positive:** Professionalism, Quality, Responsiveness, Value

John Sloan is a shining example of caring and conscientiousness. He communicated extremely well all through the sale of my home. Rarely do you meet a realtor of his caliber. I am happy to give John Sloan a most valuable recommendation. Go with John! You'll be glad you did!



**Susan Rashford**

3 reviews



 2 months ago

**Positive:** Professionalism, Quality, Responsiveness, Value

My husband & I would highly recommend John Sloan as a real estate agent. He and his team were most effective in selling our home in Indian Wells, CA. He came and video taped the outside and inside and edited it so it was well-presented. Either he or a team member held open houses often and our home was promoted on his real estate radio program. John also respects his clients opinions and listens to what they want to happen in all areas of the sale. John and his team will get the job done for



**Erin Smith**

1 review



 3 months ago

**Positive:** Professionalism, Quality, Responsiveness, Value

Working with John Sloan and John Sloan Real Estate Group was a pleasure! We live out of town and weren't available to work with him in person. The entire process went incredibly smooth. He was professional, responsive and able to sell our place at above our asking price! I would choose to work with him again in a heartbeat and highly recommend trusting him with your real estate sale or purchase.

# John Sloan Real Estate Group - Keller Williams Luxury Homes

47100 Washington St #101, La Quinta, CA

Get more reviews

5.0  50 reviews 



**Joyce Buck**

1 review



 a month ago

**Positive:** Professionalism, Responsiveness

I am an elderly woman who lost her husband. John was very professional in helping me with an eviction of a tenant in a property that he sold to me several years ago. John also help get the house cleaned up and got me new carpet. He sold my house in a couple of days for more that what we are asking for it. I would recommend him not only as a real estate agent but also as a good person. Thank you John



**Brian M**

4 reviews



 2 months ago

**Positive:** Professionalism, Responsiveness

John Sloan was a pleasure to work with. He is very knowledgeable in his field. He has great communication skills and understands the market here in the Coachella Vally. He represented my elderly mother for the sale of her home and was sensitive to her needs. Her house was not a high end home, but he treated her like it was and along with a great listing he included a wonderful virtual tour to help engage potential parties. He presented her house very well. Looking out for her, he used his knowledge and experience to negotiate top dollar for the sale of her home. When we need a realtor in the future, we will call on John.



**Carol Palmer**

1 review



 3 months ago

John Sloan Real Estate Group was the very BEST group we have ever been associated with. Very professional. I would recommend John for having so much integrity in this business. We felt like his associates made it seem like it was their home when selling it. Just a great experience, would call them again for sure.



**DESTINY HOFFMAN**

3 reviews



 2 days ago **NEW**

**Positive:** Professionalism, Responsiveness

John was very professional, listened and answered all questions. He was quick to respond via text or call, a pleasure to work with. He is now helping my brother find his forever home. Thank you John for all you have done!