

FARRELLY REALTY GROUP

BUYER PRESENTATION



Life's Most Important Purchase

Farrelly Realty Group understands that “your Roots are our Foundation”



We Pledge to you -Honesty, Integrity, Knowledge and
Responsiveness



Farrelly Realty Group Your Hometown Realtors Let us be your guide~

Find A home
Present the offer
Negotiate
CLOSE

- ❖ Successfully Sold over 100,000 million dollars worth of property across Massachusetts (mainly Middlesex and Essex Counties)
- ❖ Ninety five percent of our business is obtained directly through personal referrals from past clients and acquaintances.
- ❖ We attribute our success to a strong work ethic, attention to detail, and a passion for delivering the best customer service possible.
- ❖ We are all licensed Real Estate Professionals.
- ❖ We have market expertise, superior negotiating skills and access to all the best Real Estate resources.



“

We all work for **YOU** at
Farrelly Realty Group!

”

Agency Relationships

Buyer Agent- Represents YOU! As a client of Farrelly Realty Group you can be assured that we will ALL have your best interests in mind throughout the entire transaction.

Sellers Agent (List Agent)- Represents the seller and will have the seller's interests in mind

Dual Agency- This happens when an agent or agents in the same office represent the seller and the buyer in a single transaction. **Don't worry!**

- ❖ Written consent from buyer and seller must be obtained and you will always be informed if this situation arises immediately
- ❖ Our Fiduciary responsibilities of obedience, loyalty and confidentiality will remain with each party



Farrelly Realty Buyer Program

How Does it work?

Create Buyer
Profile



Financial 101



Concierge Services



Pathway to Home
ownership





Creating Your Unique Buyer Profile

“There is no perfect home just the perfect home for YOU!”

- ❖ Buyer consultation to develop your personal home search strategy
 - ❖ Communication style (email, text, phone)
 - ❖ Understanding your “needs” vs “wants” in a home
 - ❖ Buying time frame
 - ❖ Buying Budget
 - ❖ Why are you buying? Investment, family home
- ❖ Your time is valuable- search for homes that fit your personal profile
- ❖ Receive our Buyer Booklet to help you better understand the entire home buying process from offer to closing upfront

Making this process as easy and seamless as possible IS our job!





Financial 101 For Buyers

- ❖ **Pre-Approval-** the initial evaluation by mortgage lenders to determine the amount a buyer will be approved to borrow.
 - ❖ An industry standard now
 - ❖ Sellers are more likely to accept an offer from a qualified/approved buyer
 - ❖ Focuses search to homes you can afford
 - ❖ Farrelly Realty has strong relationships with Mortgage lenders to ensure successful closings
- ❖ **Escrow Account-** a “holding area” account for essential funds as details of the home sale are negotiated.
 - ❖ The account is held by either the seller’s Real Estate Agency or Attorney
- ❖ **Earnest Money-** money given by the potential buyer at time of offer to show he/she are serious about buying a home.
 - ❖ Typically 5% of purchase price. \$1,000 with initial offer and the balance once offer is accepted.
 - ❖ Money is kept in an Escrow Account
 - ❖ All earnest money is applied to the down payment
- ❖ **Down Payment-** the upfront payment to the seller paid at the signing of the purchase and sale contract.
 - ❖ 3%-20% of the home’s purchase depending on the mortgage loan you are applying for
 - ❖ Money is at risk if terms of purchase and sale contract are not met
- ❖ **Mortgage Insurance-** must purchase if the down payment is less than 20%
 - ❖ PMI (private mortgage insurance)
 - ❖ FHA insurance- paid to federal government when using a FHA-insured mortgage





Financial 101 For Buyers

- ❖ **Closing Costs (cash to close)**-The total amount of money buyers need on the day of closing
 - ❖ Typically between 2%-5% of the price of the home in Ma.
 - ❖ Includes appraisal fees, title service costs, attorney fees, mortgage application fee, taxes and prepaid items such as mortgage interest and/or mortgage insurance. For more detail please contact your mortgage lender

- ❖ **Points**- pre-paid mortgage interest paid by the buyer to the lender in order to reduce the interest rate.
 - ❖ 1 point=1 percent of the loan principle





Farrelly Concierge Services

We will use our expertise to make your transaction successful

- ❖ Save you TIME, MONEY and FRUSTRATION!
 - ❖ Match your buyer profile w most updated database-the MLS
 - ❖ Search homes that meet your criteria
 - ❖ Introduce you to lenders that will close the transaction
 - ❖ Experts in local knowledge (neighborhoods, schools, community info)
 - ❖ Use local real estate network to understand market activity
 - ❖ Engage in unique strategies to find YOUR perfect home

- ❖ Schedule all home appointments on your availability

- ❖ Manage the transaction from OFFER through CLOSING





Pathway to Home Ownership

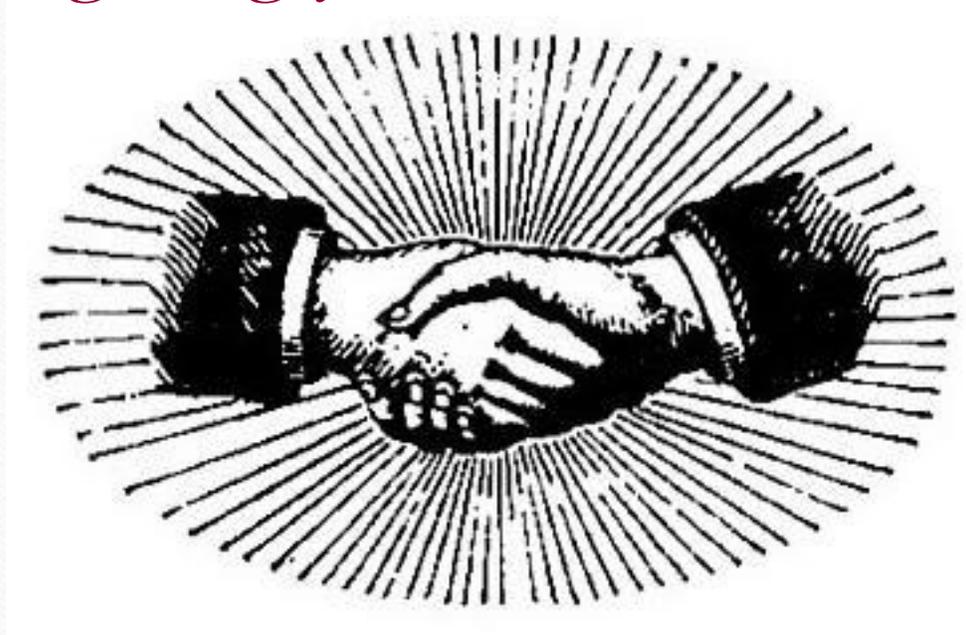
We will use our expertise to make your transaction successful

- ❖ OFFER
 - ❖ We will prepare a Market analysis to determine price
 - ❖ Prepare offer paperwork
 - ❖ Negotiate and settle with other party on a fair price in your best interest
- ❖ INSPECTION
 - ❖ No house is “perfect” just perfect for you- understand inspectors will find issues
 - ❖ Negotiate and help resolve any home inspection issues between parties
 - ❖ Must be completed within 10 days of offer
- ❖ PURCHASE AND SALE
 - ❖ Prepare contract paperwork
 - ❖ Act as coordinator between all parties (Lawyers, lenders, home inspectors and sellers agent)
 - ❖ Must be signed within 14 days of offer
- ❖ FINANCING
 - ❖ Provide experienced/proven lender list
 - ❖ Work with lender to ensure all purchase and sale dates are met
- ❖ CLOSING
 - ❖ Ownership of the property is transferred to **YOU!**

ANY and ALL questions can come through US and we will make sure a timely answer is provided.



We look forward to working with you
and giving you all we have to offer-



All we ask for is your **LOYALTY!**

