
Finding Your Dream Home: Your Ultimate Guide to Buying



Agent Name
REALTOR®

801.555.5555

AgentName@remax.net

AgentName.REMAX.com

Premier Service: Your Partner Matters!

GUIDANCE & ADVISEMENT

Personalized support at every stage is the key to success. Understanding your needs and informing you of every step ensures satisfaction in the purchase of your home.

FINDING & PRESENTING HOMES

We take a thoughtful approach to understanding your needs, using a smart strategy to find homes that match. By knowing your priorities and where to look, we identify current listings and upcoming properties, ensuring you find the perfect match.

EXPERT NEGOTIATIONS

With decades of experience, negotiation is one of our strongest skills. We manage all negotiations on your behalf, ensuring you get the best price and terms possible for your real estate transaction.

NETWORK OF PROFESSIONALS

We work with vetted mortgage lenders, inspectors, insurance providers, title officers, and more to ensure a seamless process from offer to closing.

ENSURING A SUCCESSFUL PURCHASE

From the initial search to closing, we handle every detail to ensure a smooth and successful home-buying experience. Our ecosystem guarantees a seamless purchase, making your satisfaction our top priority.

RE/MAX vs The Industry

2024 UTAH



Choose the brand with outstanding agents, leading brand awareness, and an unmatched global presence.

MAJOR, FULL-SERVICE BROKERAGE BRANDS						
	TRANSACTION SIDES PER U.S. AGENT (LARGE BROKERAGES) ¹	U.S. TRANSACTION SIDES ²	U.S. BRAND AWARENESS (UNDAIDED) ³	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RE/MAX	11.8	629,373	36.4%	110+	9,022	144,835
BERKSHIRE HATHAWAY HOMESERVICES	5.8	N/A	7.3%	13	1,600	51,000
kw	5.6	N/A	14.5%	59	1,100	189,000
Sotheby's INTERNATIONAL REALTY	5.3	112,582	3.3%	84	1,100	26,600
CB	5.0	486,273	21.2%	40	2,900	101,000
CENTURY 21	5.0	233,374	30.9%	84	12,000	135,000
real	4.0	48,905	N/A	2	N/A	12,207
FATHOM REALTY	3.2	38,126	0.1%	1	N/A	11,795
equity REAL ESTATE	2.6	9,011	N/A	1	52	3,521

Data is full-year or as of year-end 2023, as applicable. Except as noted, Coldwell Banker, Sotheby's and Century 21 data is as reported by Anywhere Real Estate Inc. on SEC 10-K, Annual Report for 2023; other competitor data is from company websites and industry reports. Transactions sides per agent calculated by RE/MAX based on data from 2024 RealTrends Verified Best Brokerages, citing 2023 transactions sides for the 1,327 participating U.S. brokerages that closed 500 transactions sides, excluding 65 who did not report or publish active licenses. Coldwell Banker includes Anywhere fAdvisors Group. For the following competitors, averages were calculated by RE/MAX based on the 2024 RISMedia Power Broker Top 1,000, citing 2023 totals for residential transactions sides and agents for the 1,000 largest participating U.S. brokerages ranked by sales volume: Equity Real Estate, Real Brokerage. Totals for Coldwell Banker, Century21, Sotheby's, and RE/MAX include commercial transactions. MMR Strategy Group's study of unaided awareness among buyers, sellers, and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind? ©2024 RE/MAX, LLC. Each Office Independently Owned and Operated 24_310

Mastering the Art of Negotiation: Securing You the Best Deal



CRAFTING A COMPETITIVE OFFER

The key to winning is getting your offer accepted. We create competitive offers that put you in the best position to secure the property. We know what it takes to get the deal done.



NAVIGATING COUNTEROFFERS

If the seller counters, we evaluate their terms and negotiate strategically to maintain the best deal while considering your priorities.



MANAGING CONTINGENCIES

We carefully structure contingencies like inspections, appraisals, and financing to protect your earnest money and future investment, while still making the offer favorable to the seller.



INSPECTION NEGOTIATIONS

After the inspections, we negotiate with seller for necessary repairs. So you are fully satisfied with the transaction.



KEEPING THE DEAL ON TRACK

We manage all communications, timelines, and paperwork, ensuring nothing falls through the cracks and keeping the transaction on schedule.



EXPERIENCED ADVOCACY ON YOUR SIDE

With years of successful negotiations, we bring our expertise to every step of the process, working to secure the best terms and a successful transaction.



Expert Guidance: Our Commitment to Your Search

MARKET TRENDS



The real estate market fluctuates. We stay on top of market conditions, helping you understand whether it's a buyer's or seller's market, and advising you on when to make your move for the best value.

COMPARE VALUES



We research comparable homes on the market that align with your preferences. By analyzing similar properties in terms of price, size, and location, we provide you with the best options to fit your needs. Accurate pricing data empowers you to make informed financial decisions, ensuring you find the right home at the right value.

PROPERTY CONDITION



We ensure that any homes you are interested in meet your needs & standards. By identifying any potential issues during showings or inspections, we help you make informed decisions and avoid surprises.

FEATURES THAT MATTER



We focus on finding homes with features that are most important to you, whether it's a spacious kitchen, owner-suite, great room, large backyard, or a great school district. We make sure the homes you view align with your personal priorities.

Market Conditions: How We Use the Market to Secure Your Ideal Home



SELLER'S MARKET

In a seller's market, where demand exceeds supply, homes move quickly, often above asking price. As your agent, we help you act fast, create competitive offers, and advise on when it's best to negotiate to increase your chances of success.



BUYER'S MARKET

When there are more homes than buyers, it's a great time to find deals. We guide you to properties with potential, help you negotiate lower prices, and take advantage of your buyer's leverage to secure favorable terms.



BALANCED MARKET

In a balanced market, homes are priced fairly with fewer bidding wars. We focus on finding the right home for you and guide you on realistic offers while still keeping an eye out for opportunities to negotiate favorable terms.

Navigating the Essentials: Mortgage, Title, and Insurance

MORTGAGE: SECURING THE RIGHT LOAN

We connect you with a reliable lender to secure a loan that fits your budget. From pre-approval to closing, we guide you through the mortgage process, ensuring you understand your loan terms and payments.

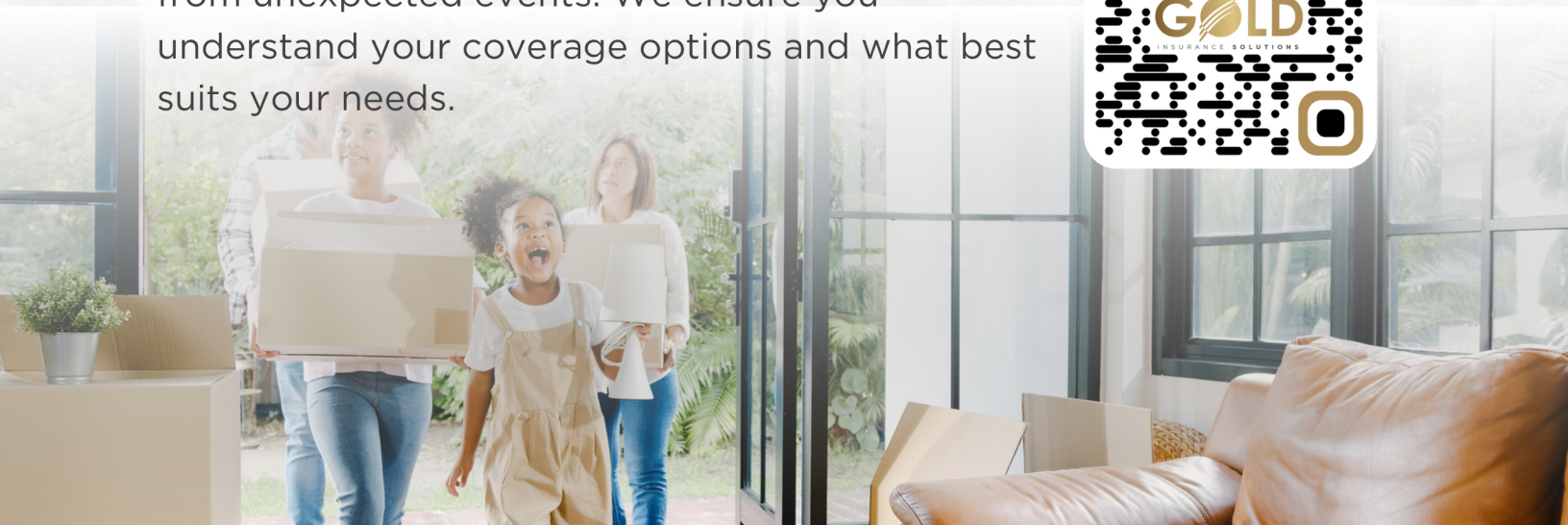


TITLE & ESCROW: PROTECTING YOUR INVESTMENT

Our team of escrow officers ensure the property is free of liens, and handle funds and paperwork. We oversee the process to guarantee a smooth and secure transfer of ownership.

INSURANCE: SAFEGUARDING YOUR HOME

Our insurance agency will help you find the right homeowners insurance to protect your property from unexpected events. We ensure you understand your coverage options and what best suits your needs.



Steps to Buying a Home: Plan to your dream home

1



SECURE FINANCIAL PRE-APPROVAL

2

CLARIFY YOUR HOME PREFERENCES



3



EVALUATE PROPERTIES

4

EXPLORE POTENTIAL HOMES



5



MAKE YOUR HOME SELECTION

6

SUBMIT YOUR OFFER



Steps to Buying a Home: Plan to your dream home

7



NEGOTIATE & FINALIZE THE OFFER

8

ARRANGE HOME INSPECTIONS



9



LOCK IN YOUR FINANCING

10

CONDUCT PROPERTY APPRAISAL



11



EXAMINE CLOSING DOCUMENTS

12

SIGN & FINALIZE YOUR PURCHASE

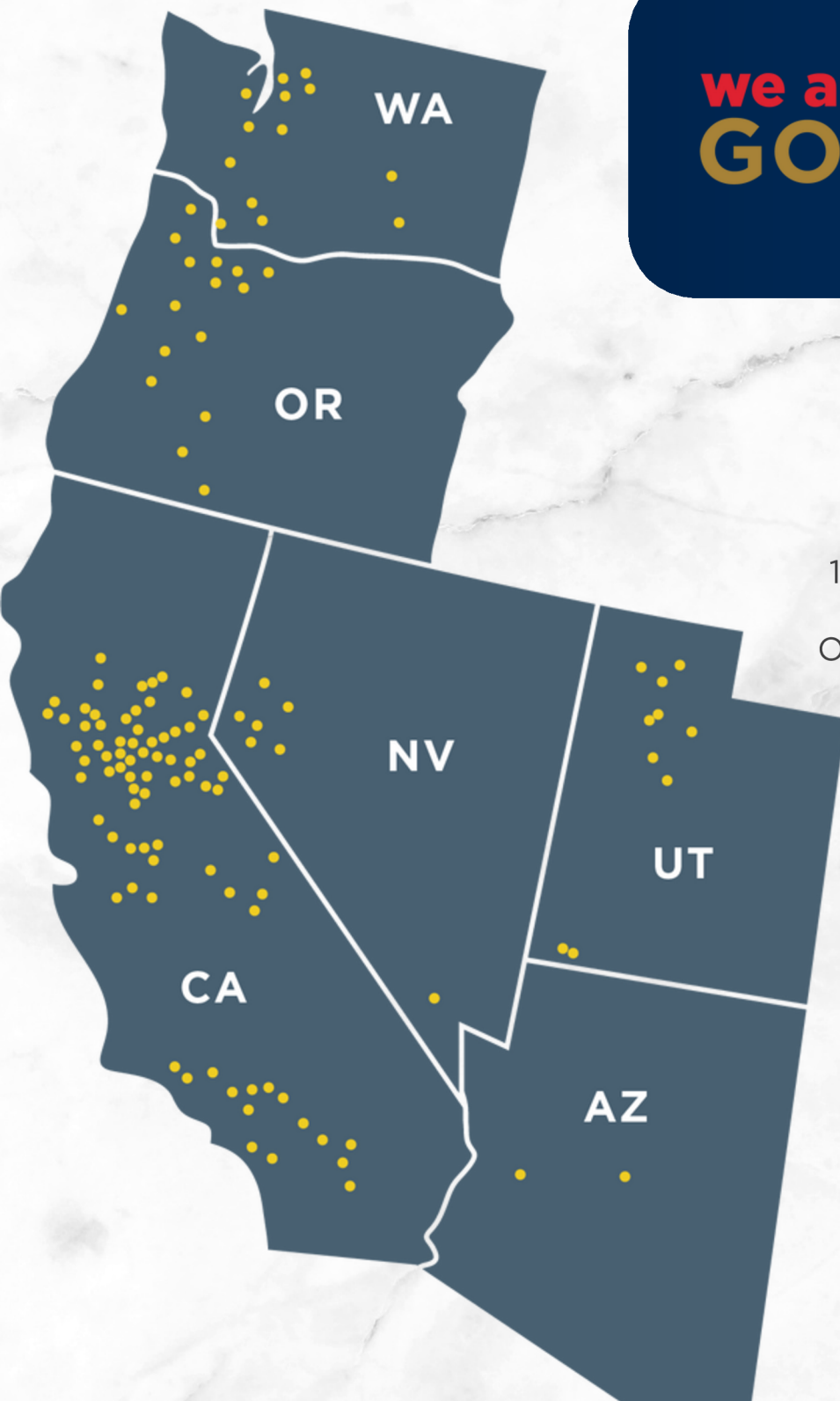


Additional Networking: Unmatched Network & Resources

we are
GOLD NATION

2,700+
AGENTS

118 Office Serving throughout
Arizona, California, Nevada,
Oregon, Utah and Washington.



Giving Back: Miracle Agents & Staff

At RE/MAX Associates, we believe in making a difference, not just in the lives of our clients but also in our community. That's why we proudly donate to the Children's Miracle Network Hospitals on your behalf when you choose us to list your home.



**Children's
Miracle Network
Hospitals®**



\$210+
MILLION

SINCE 1992



Agent Name: REALTOR®



555.555.5555

Agent@gmail.com

AgentWebsite.com

My goal as a real estate agent is to help my clients understand every aspect of their home goals. I am fueled by my passion for giving my clients the best possible experience in real estate.

I am actively advancing my knowledge of the industry every day to help clients make well-informed decisions. I will work hard to insure my client's vision of a home sale, or finding their next home.

We couldn't have asked for a better REALTOR! Agent really helped move our house quickly. Their team was excellent, and we would recommend them to anyone.
-Terri Green

I was worried my home wouldn't sell quickly, Agent convinced me otherwise. Our home sold in a matter of days. Love our Agent!
-Chester Clark