



MAKING YOUR HOME BUYING DREAMS COME TRUE

HOME BUYER HANDBOOK

HOW TO HAVE A SMART HOME
BUYING STRATEGY!

Michael Perna,
Team Leader



 THE
Perna
TEAM.COM

kw
KELLERWILLIAMS.

8 BIG TIME MISTAKES

That cost you money when buying a home

1. Failing to use the services of an experienced REALTOR

You can have your own REALTOR who is committed to using the experienced gained through hundreds of successful negotiations for your benefit - at no charge to you! An experienced agent can help you avoid other costly mistakes and make your home buying experience an enjoyable, stress free one!

2. Not knowing who the agent is really working for.

It is important for buyers to know and understand for whom the agent helping with the house hunting is actually working. The agent may be working as a sub-agent representing the seller's best interest during negotiations - or as your agent representing your best interest during negotiations. If you are not sure who your agent is working for, ask for clarification. Your REALTOR must fully explain agency. When negotiations commence, wouldn't you want to know whether information you divulge will be used for sellers benefit - or yours?

3. Failing to have a Comparative Market Analysis prepared before offering.

Before you make an offer to purchase the special home, you must have a good idea what the market value is to ensure you do not overpay. Your agent can prepare a Comparative Market Analysis showing what similar homes have recently sold for, and the difference between the asking and selling process. This is the same type of report the seller receives when deciding on an asking price. Wouldn't you like the to have access to the same information as the seller?

4. Failing to recognize different negotiating styles and strategies.

If you have chosen your REALTOR wisely, the most effective strategies for a particular situation will be revealed to you. Remember, in the real estate business, an agent with many successfully closed transactions usually costs the same as someone who is inexperienced. That experience could mean a better deal at the negotiating table with minimum amount of hassles.

Being aware of these BIG TIME mistakes...

8 BIG TIME MISTAKES

That cost you money when buying a home

5. Failing to have the home inspected by a competent home inspection company

Buying a home is a major purchase usually made after spending just half an hour looking at the home. Isn't it worth ensuring you will not be surprised later with deficiencies costing thousands? Your REALTOR can recommend several reputable companies for you to choose from, and will ensure the appropriate clause is inserted in the offer.

6. Not knowing and understanding your rights and obligations set out in the Offer to Purchase.

It is important to understand completely the terms of the Offer to Purchase. Wrong assumptions, poorly written or missing clauses, and not understanding how the clauses affect the purchase, can lead to increased costs or a void contract. An experienced REALTOR can thoroughly explain the agreement to you and help you.

7. Letting emotion blind reason.

Buying a home is an exciting time and is usually an emotional decision. It is important that those emotions be validated by facts and reason. An experienced agent will help to remove the emotion from the negotiating process and provide you with the information you need to make the right decision.

8. Failing to take the steps to be financially pre-qualified, and having an interest rate guarantee before looking at homes.

Knowing how much you can comfortably afford before looking at real estate for sale will ensure you are looking in the right price range and prevent you from buying a home that will strain you financially and emotionally. Having an interest rate guarantee will protect you in times of fluctuating rates and ensure that your initial projected payments do not suddenly escalate, resulting in extra interest charges. An experienced REALTOR can help you initiate this process and can also recommend alternative sources of financing.

...will help ensure you receive the best value for your dollar when the time comes to buy your home.

TYPES OF AGENCY

There are HUGE benefits to having a Buyer's Agent represent you!

Seller Agency

Where the agent represents the Seller and owes “Fiduciary” duties to the Seller Only.

Buyer Agency

Where the agent represents the Buyer and owes “Fiduciary” duties to the Buyer Only.



AGENT BUYER SERVICES

SERVICES / DUTIES PROVIDED	SELLER AGENT	BUYER AGENT
Arrange Property Showings	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Assist With Financing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Provide Property Data	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Explain Forms & Agreements	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Monitor Closing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

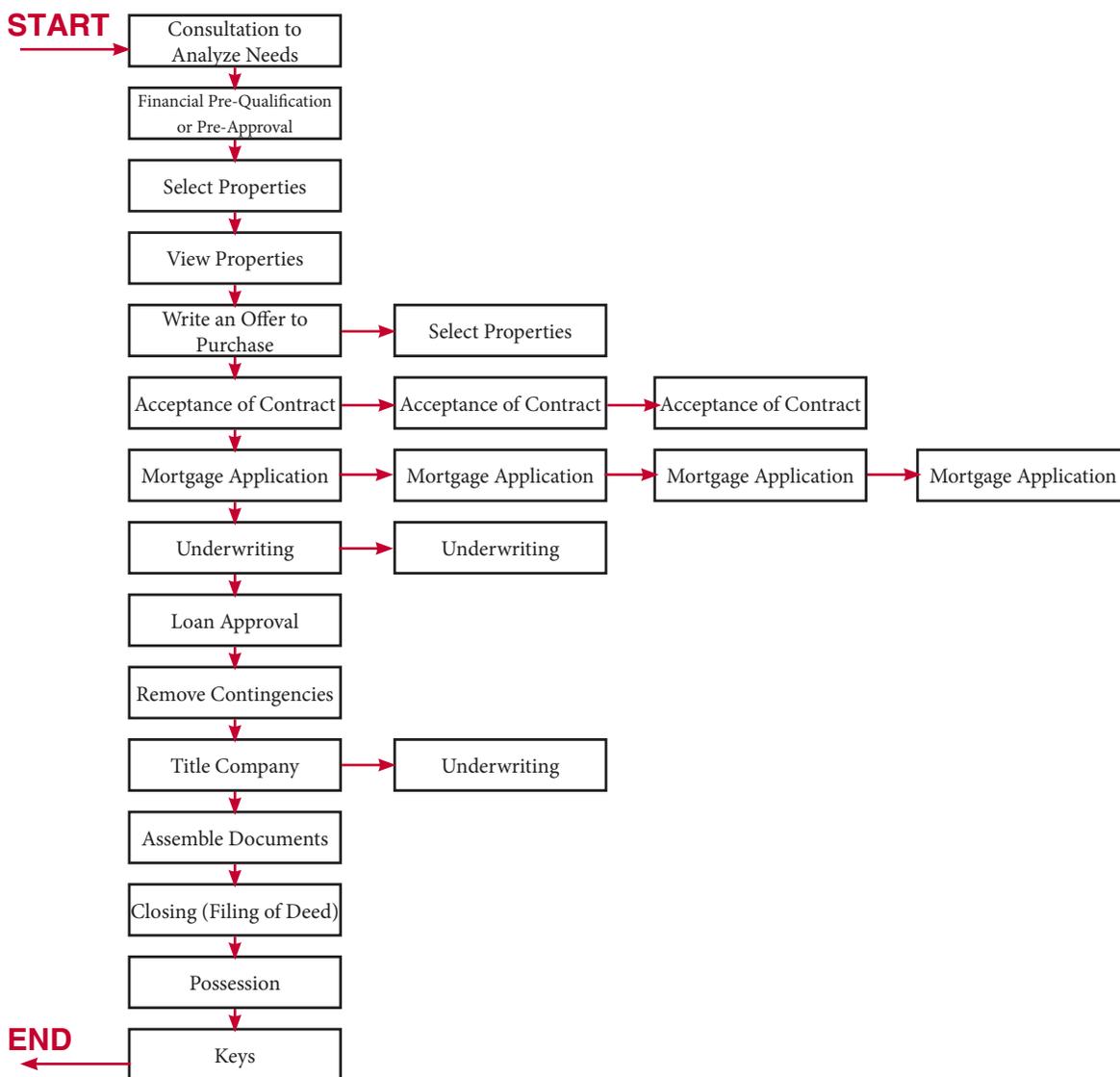


BENEFITS OF BUYER AGENCY

SERVICES / DUTIES PROVIDED	SELLER AGENT	BUYER AGENT
Protect Buyer's Interests at ALL Times	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Advise and/or Disclose to Buyer ALL MATTERS (even if it means pointing out reasons NOT to Buy!)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Prepare Property Value Study or CMA for Buyer (even if low)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Represent BUYER Exclusively	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Keep Buyer's financial capabilities, thoughts & willingness to pay more for a property strictly confidential	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Represent BUYER'S on MLS listed properties PLUS Foreclosures, Bank properties, Auctions, FSBO's, Builder Closeouts and even OFF MARKET Properties	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Negotiate Home Inspection, Repairs, Occupancy Dates & Buyer Credits/Costs in BUYER'S Favor	<input type="checkbox"/>	<input checked="" type="checkbox"/>
OWE FIDUCIARY OBLIGATIONS & RESPONSIBILITIES TO BUYER ONLY	<input type="checkbox"/>	<input checked="" type="checkbox"/>

HOME BUYING PROCESS

We have designed this book to assist you with the purchase of your new home. We understand the many questions and concerns of home buyers and how this information will be helpful throughout the transaction. We assure you that it is our goal to provide you with the most professional and informative service available. The Perna Team is always just a call away if you have questions.



ESTIMATED COSTS

SELLER PAYS FOR:	APPROXIMATE AMOUNT:
Fee for services	6-8% of purchase price
Deed Preparation	\$100-\$150
Revenue/doc stamps	\$8-\$1,000 of purchase
Release of sellers mortgage	\$35-\$45
Federal Express	\$35-\$40
Home Warranty	\$425-\$600

BUYER PAYS FOR:	APPROXIMATE AMOUNT:
Earnest Money	3-5% (minimum of \$1000)
Appraisal	\$400-\$500
Credit Report	\$50
Home Inspection	\$350-\$450
Origination Fee	1% of the loan amount
Discount Points	Based on a % of the amount & type of loan
Termite inspection *	\$75-\$100
HVAC inspection	\$85-\$100
Flood certification	\$12
Recording fee	\$60-\$120
Title insurance	\$1/\$1,000 of the purchase price **
Properties/HOA Dues	Prorated from date of closing
Express Mail	\$35-\$40
Document preparation	\$75-\$100
Taxes	Prorated from closing

**Only VA loans require termite inspection*

***Estimated Title fees*

A portion of these closing costs we may be able to get the seller to pay for.

WHAT'S IN IT FOR YOU

BENEFIT 1

YOU get pre-qualified FREE of charge for a home loan and get access to special financing.

You get more home for your money, you don't waste time on homes above or below your price range & beat out buyers not pre-approved.

BENEFIT 2

YOU receive the best new listings that match YOUR criteria BEFORE the average buyer knows about them!

You can beat other buyers to all the HOT NEW LISTINGS!

BENEFIT 3

YOU are backed by our Specialized Market Knowledge.

You get the house you want at the lowest possible price and on the best terms and conditions.

BENEFIT 4

YOU have an entire TEAM of Pros and leading-edge technology at your disposal, at no extra cost!

Our State-of-the-Art Technology and unique SALES SYSTEM means you save time and money, & your transaction is hassle-free.

WHAT'S IN IT FOR YOU

BENEFIT 5

You receive a Home Security of America Home Warranty (valued at \$420)

You have the security of knowing your home is protected!!!

BENEFIT 6

YOU get a written cancellation certificate, signed by us, that allows you to cancel if we do not live up to the promises we make!

YOU are in control, not the real estate agent. You get our signed, written commitment – we take all the risk so you don't have to.

BENEFIT 7

YOU get a written satisfaction guarantee, that ensures you are satisfied with your purchase.

If within 12 months you are not 100% satisfied with your new property, The Perna Team will sell it for free!

BENEFIT 8

You get priority access to competent affiliates that can assist you with your total home purchase needs and circumstantial details.

We have special relationships with Real Estate Attorney's, home inspectors, certified engineers and others that can handle those special needs.

DOOR KNOCKING

If there is a neighborhood you fall in love with, we'll door knock the entire neighborhood looking for the next person thinking about selling their home.

Our goal is to find sellers NOT on the market that other buyers are not aware of.

Not on the market means no multiple offers to compete against.

Result = You pay less for a home!



MULTIPLE OFFER ADDENDUM

On average, agents win 2 out of 10 multiple offer negotiations.
WE win 7 out of 10 and often at a lower price than the top bid!
Here's how...



Multiple Offer Addendum

Thank you for the notification of the multiple offer situation on your home located at (address): _____ and the opportunity to revise our offer. This Multiple Offer Addendum is now part of the purchase agreement dated: _____. All other terms and conditions remain in the same and in effect. Only the boxes initialed by the purchaser are the terms changed.

_____/_____ (Initial) **Family Letter:** Please see our letter and any attached photos of the family making an offer on your wonderful home. This is labeled "Addendum B". Thank you in advance for reading more about the purchaser making an offer on your home.

_____/_____ (Initial) **Escalation Clause:** This offer to purchase shall be \$ _____ more than any other bona-fide offer to purchase to a maximum amount of \$ _____. Should this offer to purchase be chosen by the seller, the bona-fide offer to purchase this offers end price was based upon shall be returned with the seller signed copy of the the Purchase agreement and this addendum. If it is not this escalation clause shall be void and this Offer to Purchase shall revert to the original offer amount.

_____/_____ (Initial) **Appraisal Clause** The purchaser agrees to pay the difference between the appraised value and the purchase price up to but not to exceed \$ _____ (U.S.) dollars.

_____/_____ (Initial) **Occupancy Clause:** The charge to the seller for post closing occupancy shall be changed to \$ _____ per day for _____ number of days. This means that should the seller need time in the property after closing this shall replace the amount charged to the seller on the purchase agreement. A security deposit shall still be retained at closing by the Title Company holding the water escrow or disbursing funds in the amount of \$ _____

_____/_____ (Initial) **Other:**

All other terms and conditions in the Purchase Agreement remain the same and in effect

Purchaser Signature Date

Seller Signature Date

Purchaser Signature Date

Seller Signature Date

OUR VIP LOYALTY AGREEMENT



VIP BUYER LOYALTY AGREEMENT...AS YOUR BUYER SPECIALISTS, WE WILL:

- Secure the best financing program for your specific situation with the lowest interest rate and least expensive closing costs, and have a pre-qualification/approval certificate generated to give you the best competitive advantage in purchase negotiations.
- Provide you with regular updates from our Home Hunter Service of all the new properties that match your home buying criteria, so you can drive by and determine which properties you actually want to see.
- Arrange a private showing of any property you want to see, including new construction, bank-owned and For Sale by Owner (FSBO) properties.
- Discuss the best strategy for making an offer, as well as financing terms, interest rates, cost to close, possession date, inspections, termite/pest/environmental reports, and any questions you might have.
- Help you prepare an offer with terms, provisions, special stipulations, amendments, exhibits and addendums weighted in your best interest.
- Present the offer on your behalf and negotiate in your favor to help you secure the property at the best possible price and terms.
- Recommend extremely competent affiliates that can help with your home purchase, including legal advice, home inspections, appraisals, warranties, homeowner hazard and title insurance.
- ALWAYS be available to answer any questions you might have.

As Our Client, You Are Also Entitled to the Following BONUS:

BONUS # 1 – A 1-year HSA Home Warranty (\$420 value). We will negotiate the warranty on your behalf at no cost to you.

BONUS # 2 – Our Cancellation Guarantee, which allows you to cancel this agreement at any time if we do not live up to our promises.

BONUS # 3 – Our Sell For Free Guarantee which guarantees you that if you are unhappy with your purchase for any reason within 12 months we will sell your home for FREE!



BONUS # 4 – The Raving Fan Club. When you become a client of ours, you're a client for life. We want you to be as happy about your home years from now as you were on the day you moved in. To accomplish that, we have established the Raving Fan Club, which gives you access to discounted rates from the vendors we work with, access to our office copier, fax, meeting rooms and a variety of other services to make your life better and easier.

For the services above, The Perna Team is due a commission of no less than 3% of the purchase price of the home you buy (\$5,000 minimum). Commissions are paid by the seller and negotiated as part of the purchase agreement. You are giving us permission to ask the seller to pay our commission on your behalf. If there is a commission deficiency and the seller is not willing to make up the difference, you will not be responsible for any shortfall.

A \$495 transaction fee is due at closing to The Perna Team for the internal processing of your transaction. You are giving us permission to ask the seller to pay this on your behalf. If the seller chooses not to pay this, you will compensate us at closing as part of your normal closing costs.

Please let us know which properties you'd like to see, and be sure to inform other agents, for-sale-by-owners, and builders that The Perna Team is representing you as your exclusive buyer's agent. This agreement automatically expires six months from today's date unless cancelled by either party in writing.

AND REMEMBER...YOU ARE NEVER UNDER ANY OBLIGATION TO PURCHASE ANY PROPERTY!

Buyer: _____

Date: _____

Buyer: _____

Date: _____

www.ThePernaTeam.com ♦ 248-380-8800



OUR CANCELLATION GUARANTEE



OUR CANCELLATION GUARANTEE

Your Agreement with Other Agents Is Full Of Potential Pitfalls

Entering into a buyer's agreement with a real estate agent can be a risky business. Every sales representative will promise the world when it comes to finding you a home, but how many of them actually deliver on their promises? According to a recent survey, **more than 80%** of homebuyers were dissatisfied with the performance of their agent, even if that agent sold them a property. The fact is, most buyer agreements lock you into long-term commitments and lengthy broker protection periods with heavy cancellation fees. In other words, it's an agreement that your agent can get out of, but you can't.

Your Agreement With Us Is Risk-Free!

As your Buyer Specialist, my job is simply to find you the right home as quickly as possible, before the competition finds it. The reason I'm so confident I can do this (and do it well!) is because our team has already helped hundreds of people just like you.

My pledge is to provide to you with the highest level of service in the real estate industry, and my commitment to this pledge is 100%. So here it is: I am so confident that our real estate system will work for you that I will let you cancel our buyer's agreement at any time prior to submitting an offer to purchase a home, with no penalties or obligations, if you feel my service does not live up to my promise.

Buyer: _____

Date: _____

Buyer: _____

Date: _____

www.ThePernaTeam.com ♦ 248-380-8800

EASY EXIT BUYERS AGREEMENT

What's your biggest fear when you buy your home with a real estate agent? It's simple. You worry about being locked into a lengthy listing agreement with a less than competent real estate agent, costing you valuable time.

Well, worry no more! The Perna Team takes the risk and the fear out of buying your home with a real estate agent. How? Through our **Easy Exit Buying Agreement**.

When you buy your home through The Perna Team's Easy Exit Buying Agreement, you can cancel your agreement with us at any time before submitting an offer to purchase. No hassles. It's easy.

- *You can cancel our services at any time*
- *You can relax, knowing you won't be locked into a lengthy or binding contract*
- *Enjoy the caliber of service confident enough to make this offer to you*

The Perna Team has strong opinions about Real Estate service. We believe that if you are unhappy with the service you receive, you should have the power to fire your agent.

It takes strong belief in the quality of one's service to make this kind of guarantee, but Michael Perna never settles for less than the highest standards from The Perna Team and staff of real estate professionals. He is confident you will be happy with his service and results. That's the simple truth.

The Perna Team always stands behind it's service because they believe you deserve "Excellence, pure and simple". Call us today to find out more about how his unique service can make all the difference in your home purchase.



OUR ADDITIONAL SERVICES



Need comfort of security for your sensitive information?
We have a professional and insured document shredding company for any sensitive documents you don't want to put into the general recycling bin.



Need a notary's services?
Stop in our office with your picture ID and we'll be more than happy to help you out free of charge.



No internet access?
Come by our office and use ours!



Need copies made?
Don't spend money at a print shop. Stop in and we'll make them for you!



Can't find an important paper regarding the sale or purchase of your home?
Call us and we'll send an e-mail to you containing every document we have on file for your transaction. If we don't have what you need, chances are we can find it for you.

THEPERNATEAM.COM & KW APP



- Full MLS access - all the homes currently on the market can be found on ThePernaTeam.com
- Use the Birds Eye View technology to look over the neighborhood or the Street View to “drive” down the street.
- Coming Soon Listings - find out about new listings BEFORE they hit the market! We work with hundreds of home sellers each year and many of them will allow us to share their home’s information BEFORE the sign goes up and it hits the MLS system. Also, many times builders and developers have not recorded the subdivision maps and we simply don’t have a physical address and/or tax ID number to enter into the MLS.



- Full MLS access - all the homes currently on the market can be found on ThePernaTeam.com
- Search for homes via the Advanced Power Search
- Watch the current Market Trends for the Wilmington area.
- See the newest listings for sale and the most popular homes for sale.

Get FREE instant access to local homes from any cell or tablet.

Keller Williams Realty Real Estate Search available on Android, iPhone, or iPad gives you access to more than 4 million homes.

Just text “kw” to 87778

- See more at: <http://app.kw.com/kw/>



CLIENT REVIEWS

WHAT OUR CLIENTS ARE SAYING ABOUT OUR TEAM

I am totally impressed with the Perna Team and the way they handled our home purchase and the sale listing for our current home. Instead of expecting the agent to handle all the details, the Perna team has people who specialize in the different areas; ie, photography, writing the MLS, preparing the flyers, handling the closing. Our agent Ryan Long has been helpful, attentive and offered us sound advice. I have already told many friends that this is the team to hire if you're in the market to buy or sell. **-Carol P.**

Second time using them. Great process with lots of people to help answer questions in a timely manor. Our realtor even did power of attorney and communication was great. On our first experience, we bought the house and our realtor, Michael, was great with finding information on the property with regards to other offers and we were able to get the house. I would use them again. **-Matt & Lisa W.**

Courtney Assemany on The Perna Team was wonderful! I had a ton of questions and I could always count on her to answer them quickly and professionally. Courtney was always available to show me homes when I needed to see them. It was a great experience and I will absolutely recommend her to friends and family. **-Ryan C.**

The Perna Team is extremely professional. They helped me through the entire listing process. It was an absolutely fantastic experience. Everyone was telling me that listing during the winter time was a horrible idea. But we ended up getting the home for above asking price which was a plus. **-Jean R.**

Working with the Perna Team was a great experience for us selling our home. Any questions we had during the process were addressed quickly, we always received call backs promptly when we left messages. Our primary point of contact was Mary Jo Hahn, she walked us through and explained every step of the process and was a pleasure to work with. She knows the market and our neighborhood and priced our home competitively to sell quickly. **-Brian G.**

I was very impressed with Sara Ford, her work ethic was top notch her ability to see the true value of the property was invaluable to me. Sara Ford listened to me, followed up on every detail made my purchase easy and was always there for me every step of the way. She treated me as if I was purchasing a million dollar property and for that I am thankful. Would highly recommend. **-Kirk N.**

Our agent Lon Turner was great!. We were conflicted on which areas to look in and whether we wanted a house or a condo. Lon was always there to show us homes when and where we needed to see them whenever we wanted. He was willing to go the extra mile for us and we really appreciated it. We will gladly recommend The Perna Team and already have a stack of Lon's business cards to hand out! **-Ken J.**

Mike Dimachki on The Perna Team did a great job. We worked with another agent looking for a home with no luck. Mike assured us that he would find us the perfect home. He knew exactly what we were looking for and only showed us houses that he knew were right for us. We found our home on the 3rd showing! We will definitely refer family and friends to Mike in the future. **-Dean S.**

[Find more reviews on Zillow.com, Trulia.com, and Realtor.com](#)



QUICK REFERENCE GUIDE

MARKETING STRATEGIES THAT HAVE MADE THE PERNA TEAM #1 IN METRO DETROIT
SELLER SERVICE QUICK REFERENCE

- Thorough Comparative Market Analysis
- Professional Photography
- Virtual tour for all listings
- Extensive internet exposure on 100's of websites
- Featured listing on Realtor.com
- Featured on ThePernaTeam.com
- Featured on KellerWilliams.com
- IVR recorded hotline message
- Weekly phone calls from us
- Weekly statistics for web page visitors
- Specialized Team Approach
- Dedicated Closing Coordinator
- Exceptional Customer Service
- Notary Public
- Free internet access for clients
- Easy Exit Listing - fire us and pay nothing
- Custom information flyers in flyer box
- Cross marketed by dozens of other listings

WHEN SELECTING AN AGENT, DON'T BE AFRAID TO COMPARISON SHOP:

	THE PERNA TEAM	AGENT #2	AGENT #3
HAS A TEAM OF 25+ ALL WORKING TO GET YOUR HOME SOLD!	YES		
PART OF THE #1 REAL ESTATE COMPANY IN THE WORLD	YES		
LISTINGS SELL BELOW THE AVERAGE DAYS ON MARKET	YES		
LISTINGS USE PROFESSIONAL PHOTOGRAPHY	YES		
WILL LET YOU FIRE US AT ANYTIME - YOU OWE NOTHING!	YES		
OFFERS A WRITTEN COMMUNICATION GUARANTEE	YES		
SOLD OVER 3,000 HOMES OVER THE PAST 5 YEARS	YES		



OFFICE LOCATIONS

PLYMOUTH
NOVI
NORTHVILLE
BRIGHTON

TROY
CLARKSTON
GROSSE POINTE
ROYAL OAK

ROCHESTER
BIRMINGHAM
WEST BLOOMFIELD
MACOMB



Michael Perna,
Team Leader