

A young man and woman are sitting on a white plastic sheet that is draped over several cardboard boxes. The woman is in the foreground, wearing a red and black plaid shirt and blue jeans, with her legs crossed and feet resting on a box. She is smiling and giving a thumbs up. The man is behind her, wearing a white shirt and a blue and yellow plaid shirt, also smiling and giving a thumbs up. The background is a plain white wall.

# TIPS FOR BUYERS

*L* **LAURA NELSON**  
**REAL ESTATE TEAM**  
For a Positive Real Estate Experience

925-784-0905 [LauraNelsonHomes.com](http://LauraNelsonHomes.com)





## Laura Nelson

Realtor®

DRE #01394481

**925-784-0905**

**lnelsonhomes@gmail.com**

**LauraNelsonHomes.com**

Laura Nelson has built a solid reputation as a hardworking, knowledgeable agent throughout the Bay Area of California. Earning the trust of numerous buyers and sellers, always working her hardest to succeed in helping her clients achieve their real estate goals and dreams.

Laura started her real estate career in 2001 as an assistant to a top producing agent and then finally ventured out on her own as a licensed agent in 2003.

Laura has attended BOLD several times and follows all of the BOLD laws. She was nominated as a Top-Rated Real Estate Agent in the Bay Area in 2017 and was featured on a commercial showcasing her experience in real estate. Laura is a member of the Keller Williams ALC team within the office.

Laura is very passionate about real estate, and it shows as she handles each client and transaction with attention to detail and excellent communication. She has helped numerous sellers get top dollar for their home in the shortest amount of time. Her marketing strategies in listing homes for sale are unique in the fact that she continues to stay on top of the latest real estate technology with virtual tours, professional HD photos, drone tours as well as staging to help keep her clients home in the best light possible. Her innovative skills are what set her apart from others in this industry. For home buyers, she is able to negotiate the best possible deal for them to feel comfortable in purchasing one of the biggest assets of their life. She understands that the home buying process can both be exciting but also a little stressful, which is why communication is so important to Laura. She will make sure to communicate every step of the way throughout the entire process.



## Be Prepared and Ready to Strike



With the fastest market in history, homes are selling at record speed. When a home hits the market that you might be interested in, go see it! Don't wait! In a sellers market due to low inventory levels, buyers have to be more aggressive in order to be successful in their homeownership goals. The average number of homes with multiple offers in California is almost 8 out of 10 homes. If you plan on waiting for the open house, good luck.

Even with the best Real Estate Agent, buying a home in a sellers' market can take a lot of your time, so be prepared, be flexible, be ready to move quickly, and be decisive. Now, having said that, don't be too impulsive or too compromising. Urgency is key but don't let it rule your decision either. The right home will show up eventually. Buying a home, whether it's your first home, your forever home, or your retirement home, is a big decision and the last thing you should want is buyer's remorse.



Full price offers are common, and even a few homes are going over the asking price in a bidding war with motivated buyers. So just what is it that a buyer should do to succeed when they find a home you've fallen in love with and can't see yourself in any other home?



## Show You Are A Serious Buyer

Showing sellers and their Agent that you are a serious buyer is imperative to success. No one wants to waste their time, including you. Seller's expect Agents to open their homes only to those who are qualified in advance to purchase a home. Plus, if you find that perfect home, you need to be ready to get an offer in, which you can't do without financing approvals. So, here are the first 5 steps to show you are serious:



### Step 1.

Before you do anything, secure your financing. Deciding on a lender that you are confident in working with is also important. Meeting with two or three will help you decide who will be the best fit for now and years to come.

### Step 2.

Gather all of needed documents your lender requests. Be quick to respond to any additional needs and understand they are working on your behalf.



### Step 3.

Complete the loan application. You will now know how much home you can qualify for and determine what you are comfortable paying for your new home.

## Show You Are A Serious Buyer




### Step 4.

Once you have been preapproved, have your lender provide the pre-approval letter. This letter shows the seller that you have been vetted financially while giving you an idea of how much you can afford.

### Step 5.

Keep your documents up to date and stored where you can get your hands on them on a moments notice. It's likely you will have to provide the bank statements and pay stubs again, when you are in contract.

A family of four is walking outdoors in front of a house. A woman in a grey blazer is carrying a folder, and a man in a grey shirt is walking behind her. Two children are also walking with them. The scene is bright and sunny.

Now that you have your financing, you should be able to shop with confidence, knowing what you can afford, what your budget is and you are prepared to make a strong offer when you find that home you love.



# Making a Strong Offer

In a Seller's Market environment, buying the first home a buyer wants may be difficult! It may take a few offers to get accepted. It doesn't hurt to have a war chest of strategies to help your odds in getting your offer accepted.

## Tip 1.

Don't low-ball the seller. Be prepared to pay fair market value. Low-balling may alienate the seller right off the bat. And it wastes everyone's time. Plus while you are messing around, chances are another offer is being accepted. Get serious.



## Tip 2.

Be flexible with your timing. The more flexible you are with the timing of the seller's move, as to how quickly or slowly their needs are to move can give you a great advantage over other offers.

## Tip 3.

Put your best offer as your first offer. You may only get one chance to come in at the top dollar you are willing to pay for the home or that your lender is willing to lend based on your income and credit score.



# Making a Strong Offer

An offer \$10,000 over the asking price with \$10,000 in contributions from the seller is a greater risk to a seller, as far as the home appraising, than an offer at asking price with no seller contributions.

## Tip 4.

**Increase Your Earnest Money deposit.** A larger earnest money deposit may appeal to a seller. Ask your agent for advice. You might consider doubling or tripling that amount. You're going to pay it anyway at closing.



## Tip 5.

**Don't request favors of the sellers.** Asking for additional appliances, furniture, fixtures, or repaint the front door could hurt your offer and get you put at the bottom of the pile.



## Tip 6.

**Limit the contingencies.** Get a pre-inspection. Anything you can do to speed up the buying process and make it easier for the seller might improve your chances.





# The Right Agent



Choosing a “buyers” Real Estate Agent is an absolute must in the seller’s market environment. The seller’s market is the most competitive and aggressive housing market to be in when trying to succeed at purchasing a home for you and your family. And it’s emotional. A good buyers agent should be able to accommodate your schedule to view homes, have offers ready to be delivered, and respond to you quickly. If your agent doesn’t show homes evenings or weekends, or has poor response times, they might not be the right agent in this market. It can cost a buyer the opportunity to buy their dream home.

A good buyer’s agent also needs to have the ability to advise you on the best offer strategy and then to be a strong negotiator on your behalf. A big part of a buyers success in a bidding war is the experience and skill of their Real Estate Agent.



If you love the house, chances are someone else might love it too. Your Agent will be a big resource when it comes to submitting an attractive offer. If you hired them for their skill and knowledge, taking their advice might be prudent.