



The Buyer's Broker of Greenville, SC

Professional Homebuying Guide

The Right Home, The Right Price, the Right Term

The Purpose of this guide is to provide a summary of The Buyer's Broker's approach to the home buying process. The Buyer's Broker of Greenville introduced exclusive buyer agency to the Upstate Market in April of 1990 and is recognized as a leader both locally and nationally in buyer agency services. Our buyer agency principles, processes, systems, and technology are all designed to represent your best interest.

Evaluating Property is one of the most important skill sets of your **Buyer's Broker Certified Agent**. The knowledge and due diligence required to professionally evaluate residential real estate requires a great deal of education and experience. Competence in evaluating property is both quantitative and qualitative. The Buyer's Broker takes a resale approach to evaluating every aspect of the target property. Experience, market knowledge, and advocate perspective are critical to evaluating property for the buyer client. Most agents are trained to sell you a home, your Buyer's Broker Certified Agent is trained to focus on your goals and objectives.

Our Right Price Analysis is a valuation model based on the predominate value in the neighborhood, geographical area, condition of the property, and other unique characteristics that affect resale. The industry uses a comparable market analysis to value property. The Buyer's Broker values the target property using a right price analysis that is generated from the buyer's perspective and takes into consideration many other variables that effect basis and future cost.

Powerful Negotiating Strategies are designed to purchase the property for the least amount the seller will accept. The decision to purchase and negotiating a contract sale price are two completely different processes. You can only decide to purchase the property after negotiations have concluded. When the prospective sale price is reached then the analysis of whether to sign a contract that reflects the meeting of the minds begins. If it's the right house, at the right price, on the right terms, then executed the contract and begin the transaction management.

The Ultimate Scenario is our process of defining your goals and objectives. It may seem like a simple exercise but we know the more narrowly focused your goals and objectives the more successful the outcome. We have developed a high quality business process that begins with clearly defined goals and objectives. We collaborate with you to develop the Ultimate Scenario and then implement our unique search techniques that includes all the homes including For Sale By Owners, REO, Foreclosures, and even homes that are not on the market you.

Transaction Management begins when you have a fully executed contract of sale and concludes at the closing table. It includes managing the inspections, financing, repairs, and closing process. Each element of transaction management is critical to a smooth and successful transaction. Our attention to detail and our local team of professional service providers deliver a level of service that we believe is unavailable any where else in the market place.

Confidentiality and Agency aren't glamorous subjects to discuss but understanding agency is critical to a high quality real estate transaction. Who represents whom is the basis for every real estate transaction and it begins with confidentiality and agency. We at The Buyer's Broker specialize in buyer agency and we have a unique perspective that is focused on accomplishing your goals and objectives. Every principle, process, and procedure we develop is designed to represent the buyers best interest and we promise to represent your best interest through out the entire transaction.

Read a Testimonial from Tom and Jean Wheaton

It went fantastic, far beyond our expectations of what we could accomplish in working with a real estate professional in helping us with a 700 mile relocation. Please bear with me for a rather lengthy explanation on why working with Keith is the best decision a prospective home buyer in the Greenville area could ever make. Keith guided us through the entire relocation process involved in a move from Michigan to the Greenville, SC area including market analysis, market search, analyzing our needs, teaching us about the area, community selection, house selection, house purchase and much, much more. My wife and I lived and worked in southeast Michigan for our entire careers. Over the years, all of the kids and grandkids managed to find their way to either North Carolina or Florida. Once we retired, relocation looked like a great idea, both to be closer to family and to put the cold winters behind us. After many trips to many possible locations, we selected Greenville SC as our target area. It was centrally located for family, had a great downtown, had learning opportunities at Furman University and was close to the mountains. It would also be the first long-distance move that we had ever attempted.

After reading an article about buyer's brokers, we decided we liked the concept. Buyer's brokers specialize in finding homes for prospective buyers. They do not list houses for sellers and do not spend their time trying to match a prospective buyer with a house that they or their firm may just "happen" to be selling. To us, this avoidance of a conflict of interest was appealing. In addition, since the fees of a buyer's broker are part of the seller's real estate fee package, this focused attention comes at a premium cost of absolutely nothing.

We went to Angie's list and found The Buyer's Broker of Greenville. We visited the company's website and were very impressed with the emphasis on the systems and processes used by the company. After a couple of phone calls with Keith in early January, 2013, we decided that it was time for a trip to the area and a face-to-face meeting. In late January, we drove down and spent the greater part of three days meeting with Keith, discussing his systems and processes, discussing ourselves, what we thought we wanted, and what we thought our priorities were, driving through towns and neighborhoods, and looking at houses. After the three days of working with Keith, we knew far more about the neighborhoods in the Greenville area than we would have learned in many months of driving around by ourselves looking at listings. Keith knew the neighborhoods to show us even if there were no homes for sale there...yet. We ended up changing the primary area that we were initially targeting. We also learned more about our own priorities and after looking at a number of houses, decided that downsizing was something we did not yet want to do. Perhaps most important, we established a great rapport with Keith and felt that this was a guy that we could really trust through the entire task that we were facing.

Once we had refined our target area, price range, house size and other factors, Keith entered the information into his system and told us that we would begin receiving all of the new listings that met our parameters. We returned to Michigan to prepare our house for sale and put it on the market. Every evening we would receive an automated email with that day's new listings in the Greenville area that met our criteria. Over the next weeks and months, we learned a great deal about the area by reviewing the listings which were customized for us.

Our house in Michigan went on the market in mid-May. We stayed in touch with Keith, periodically refining the parameters of the program that he developed for us. After a slow July and early August, we received an offer on the Michigan house at 5:00 PM on a Wednesday afternoon in late August. We called Keith immediately. That evening and very early the next morning, Keith reran his program, refreshed all of the data and sent us the 30 listings that met our requirements. We spent Thursday reviewing the listings and emailed our "top ten" to Keith that evening. Friday we drove down while Keith scheduled showings. Saturday we looked at eight of the ten homes, selecting two as strong possible candidates. Sunday we looked at the two we had not seen on Saturday, revisited the two strong candidates, and looked at four more that had not made the top ten, primarily to validate the process. We selected one house on which we would make an offer.

After eight months of assisting us in the search for a home, Keith now began working on the purchase of the home. He completed a market evaluation and we agreed on an initial offer. Keith handled the direct negotiations with the seller's agent. We had a negotiated price agreement within a couple of days. Then we headed back to Michigan to manage the sale of our old house and preparation to move, knowing that Keith was handling everything on his end.

Keith's systems and processes helped take us through the details of a home purchase in South Carolina that was different than anything we had experienced in Michigan. The use of a real estate lawyer as the focal point of the actual transaction and need for a termite inspection are just a couple of examples of things that were new to us. During the entire process, Keith was on top of everything, whether it was specifically related to the house purchase, to helping to find a local lender with mortgage rates as low as those on-line, to assuring the contractors brought in to resolve inspection issues were qualified. We closed on time.

Our initial trust in Keith proved to be well-founded. Looking back over the past ten months, I cannot even remember how many times he pro-actively called us in advance to discuss a subject. Sometimes, it was because his processes dictated that it was the right time for communication. Sometimes it was because we hadn't talked in a while and he felt it was just the right time to talk. I also cannot remember how many times we talked about the Greenville area and what it is like to live here and what things there are to do. Keith has worked with many people over the years who were re-locating to the Greenville area. We talked about what it is like to live in the south and what differences we will see coming from the Midwest.

We are very happy with our new house and neighborhood in Greer. We know our selection was the right one, due in large part to working with Keith. Should we ever decide to leave this home for another one in the area, there is absolutely no doubt that we would ask Keith to help us again.