

Special Homebuyer's Report:

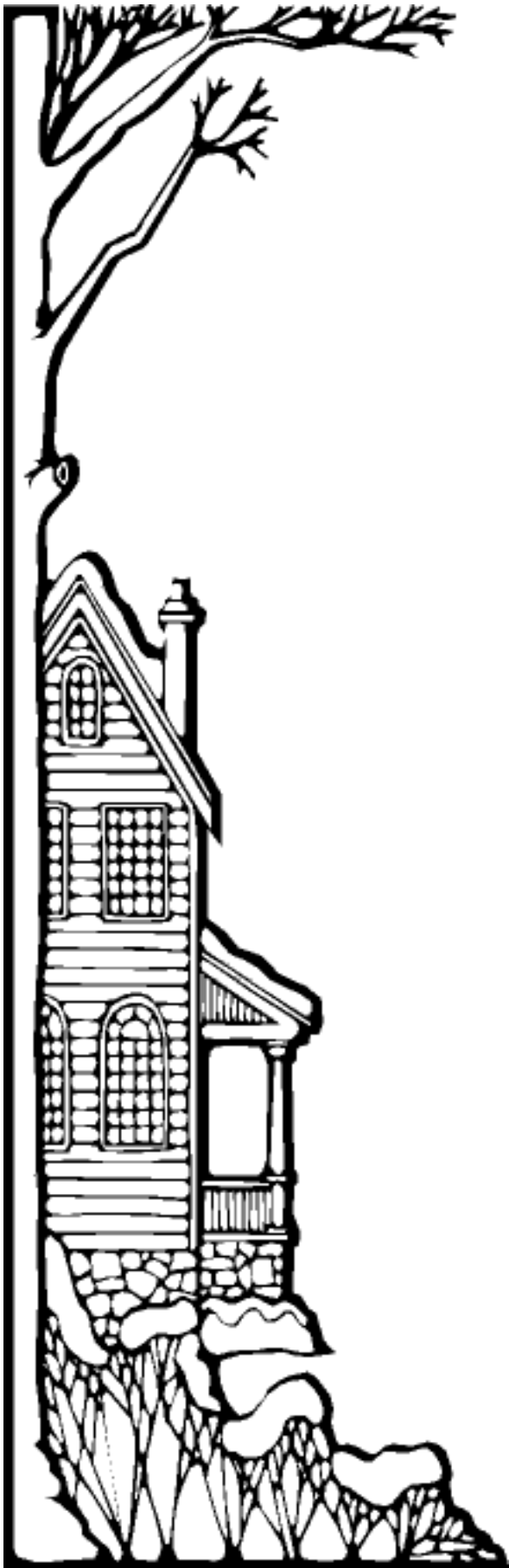
10 Secrets EVERY Home Buyer Should Know

A guide to help you save
Thousands Of Dollars
while finding the
Right Home At The Right Price!

Prepared for you by...



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“You Don’t Just Make Money When You *Sell* Real Estate, You Also Make Money When You BUY It!”

Dear Home Buyer,

That statement can’t be accurate. You only make money when you *sell* real estate, right?

But it IS accurate. You see, you might receive your sales proceeds when you sell your home, but it’s also how well you BOUGHT your home that will determine HOW MUCH your proceeds will be.

But the story doesn’t end there. Finding the right home, and making a prudent financial investment is more involved than just “buying right.” You also need to FINANCE it right.

Even Experienced Homeowners Make Costly Mistakes When Buying And Financing Their Home

It’s no surprise that borrowing for a home purchase usually involves a significant amount of money. And how to FIND the right home...how much to PAY for the home...how much to BORROW...and on what FINANCIAL TERMS can literally mean tens of thousands of dollars MORE or LESS in your pocket!

If you’re like most people, the decision to buy a home involves a number of stresses and strains. For most buyers, it’s the single largest financial transaction of their lives. Mistakes in any part of the buying process can cost you thousands if not tens of thousands of dollars.

That’s why I wrote this special report...to give you a number of helpful, straightforward tips for finding a home that meets your needs, AND for your home to become a wise financial investment for you.

Here are 10 strategies (I call them “secrets” because so many home buyers disregard them when buying) you should consider when buying your next home...

Secret #1: Understand What You NEED In Your Next Home.

There are two things you ought to consider here: Your NEEDS...and your WANTS; they're two very different things.

You may need 4 bedrooms because of your family size, or need a certain location for its proximity to work or schools.

What you'll find is that your needs are fairly basic. It's the "wants" that take a little more time to clarify. Here is a list of needs you should consider BEFORE looking for your home:

1. General price range of home – we'll cover this when discussing financing options and the amount of home you can afford.
2. Approximate size of home (in square footage).
3. General location.
4. Number of bedrooms required (don't forget to include a home office if you need one or guest rooms).
5. Number of bathrooms you need.
6. School requirements or districts

Secret #2: Understand What You WANT In Your Next Home.

A great way to get a handle on your wants is to take a good look at where you live now. What do you like about it? Do you like its open floor plan? Do you like the kitchen and eating areas? Do you like the common area layout?

Using the "Likes-Dislikes" form on the next page, start by listing out all the things that you like about where you live (floor plan, lots of windows, fenced back yard, anything that you can think of).

Now, let's take a look at what you don't like about your home. Is it too small? Do you dislike the floor plan? Are the bedrooms too small? Not enough storage room? If you dislike something with your present home, you're going to dislike it with your new home! So the better you can identify these items, the more likely you are to avoid them. Write down these "Dislikes" in the right column.

Now that you've created your "Likes/Dislikes" list, you've got a great starting point for the next step...

Understanding Exactly What You're Looking For In Your Next Home

Using the worksheets on the next two pages is a highly-effective way to sort out your priorities and rank the things in your new home that are the most important. By doing this you'll quickly separate needs from wants, and then prioritize your wants.

If you're a couple, you're both going to live in the home, so it's very important to understand what the other person is looking for. This exercise can eliminate many disagreements down the road. You'll both understand what the other wants, and WHY they want it.

If you're single, this will quickly help you to determine which features are most important to you.

Ranking will also show you areas you may need to eliminate because of price constraints. And by having each person rank the importance of the features they want, you won't be eliminating a high priority item and putting additional stress on an already stressful time.

So take a few minutes right now, go to the "Homebuyer's Priority Checklist" on the next page and rank each item by how important it is to you (and your mate). Once you've completed this checklist, follow the instructions and transfer the results to the "Home Comparison Chart."

HOMEBUYER'S PRIORITY CHECKLIST

1) This list is designed to help you set priorities for the most important features of your new home.

2) Rate each item based on the following scale: 3=necessity, 2=desirable, 1=not very important, 0=of no interest

3) Circle the number that ranks your preference most accurately.

Location

Inside City Limits	3	2	1	0
Close To:	3	2	1	0
Employment	3	2	1	0
Schools/Day Care	3	2	1	0
Family/Friends	3	2	1	0
Recreation	3	2	1	0
Worship	3	2	1	0
Gym	3	2	1	0
Healthcare	3	2	1	0
Other: _____	3	2	1	0
Out Of City Location	3	2	1	0
Minimum lot size	3	2	1	0
Valley	3	2	1	0
Foothills	3	2	1	0
Mountains	3	2	1	0
Allows horses	3	2	1	0
Good views	3	2	1	0
Stream/Creek on property	3	2	1	0
Other: _____	3	2	1	0

Age

New construction	3	2	1	0
Less than 10 years old	3	2	1	0
Less than 20 years old	3	2	1	0
Historic (built prior to 1940)	3	2	1	0

Levels

1 story	3	2	1	0
2 to 3 story	3	2	1	0
Basement	3	2	1	0

Architectural Style:

Contemporary	3	2	1	0
Wood/rock exterior	3	2	1	0
Log	3	2	1	0
Vintage	3	2	1	0
Condominium	3	2	1	0
Townhome	3	2	1	0
Other: _____	3	2	1	0

Space Requirements

Generous storage	3	2	1	0
Master bedroom (w/priv bath)	3	2	1	0
Master bed on 1st floor	3	2	1	0
Mast. bed w/walk in closet	3	2	1	0
Large living room	3	2	1	0
Family room	3	2	1	0
Home office space	3	2	1	0
Home theatre room	3	2	1	0
Formal dining room	3	2	1	0
Laundry room	3	2	1	0
Other: _____	3	2	1	0
Other: _____	3	2	1	0

Interior Features

Wall to wall carpeting	3	2	1	0
Hardwood floors	3	2	1	0
Tile flooring	3	2	1	0
Kitchen				
Open to living room	3	2	1	0
Generous counter space	3	2	1	0
Generous cabinet space	3	2	1	0
Pantry	3	2	1	0
Eat-at bar	3	2	1	0
Gas range	3	2	1	0
Electric range	3	2	1	0
Dishwasher	3	2	1	0
Vaulted ceilings	3	2	1	0
Other: _____	3	2	1	0
Other: _____	3	2	1	0

Heat Types

Primary				
Hot water baseboard	3	2	1	0
Forced air	3	2	1	0
Floor radiant	3	2	1	0
Gas stove	3	2	1	0
Wood stove	3	2	1	0
Fireplace	3	2	1	0
Other: _____	3	2	1	0

Technology

High speed Internet access	3	2	1	0
Good mobile phone reception	3	2	1	0
Wired for surround sound	3	2	1	0
Security system	3	2	1	0
Other: _____	3	2	1	0
Other: _____	3	2	1	0

Exterior Features

South or west facing	3	2	1	0
Large back yard	3	2	1	0
Fence-enclosed back yard	3	2	1	0
Garden	3	2	1	0
Rear deck	3	2	1	0
Extra large deck	3	2	1	0
Concrete patio	3	2	1	0
Deck or patio covered	3	2	1	0
Hot tub	3	2	1	0
Front porch	3	2	1	0
Underground sprinklers	3	2	1	0
RV parking	3	2	1	0
Other: _____	3	2	1	0
Other: _____	3	2	1	0

Secret #3: Understanding Loans And How Much Home You Can Afford.

There are 4 major guidelines that bankers and mortgage lenders use to determine how much loan you can afford:

1. The amount you have for your down payment
2. Your credit score
3. Your “Payment To Income Ratio”
4. Your “Debt Ratio”

Let’s take a look at each one of these:

Down Payment

Okay, this one’s pretty obvious. This is how much cash you have available to put down on the purchase of your home. But here are a few points that may not be so obvious:

The “traditional” amount of money to put down on a home is 20%. But it can be a real challenge for many homebuyers (especially “first-timers”) to come up with that kind of money. Fortunately, there are many loan programs that allow homebuyers to borrow between 80% and 100% of the purchase price of a home. So for most home buyers, having little or no money for a down payment is not reason alone to put off buying a home. But here’s a thought:

Even If You Have The Money, Putting More Than 20% Down May Not Make Financial Sense For You

Even if you have the money for more than a 20% down payment, putting that much down on a home purchase may or may not be your best financial strategy. Why? Depending on the current interest rate of loans versus the rate of return on various investments, it may make more sense for you to put down a smaller amount of money and invest the difference. Check with your financial advisor and tax consultant to see if it makes more sense for you to put down a smaller amount on your purchase and invest the difference.

Credit Score

Your credit score is a major determiner of how much you can borrow and at what interest rate. This is because lenders know that your past credit payment history is probably a good indicator of how you will handle your future payments to them. So what is a credit score?

A credit score is a numerical value that rates an individual’s payment history at that particular moment in time. The score is primarily based on the following:

- Your payment history
- Total amount of credit you currently have outstanding
- Total amount of credit you have available

The currently accepted “standard” for credit scores in the United States is the “FICO” score, which stands for Fair Isaac & Company, the company that developed this scoring system. FICO scores range from a low of about 350 all the way up to 900. The higher the score the more likely someone is to make their payments. So does a low credit score mean that you can’t get a loan? Not necessarily; it just means that you may have to pay a higher interest rate. Here’s why:

Most home loans are not “held” by your lender. These days, most lenders make their money “originating” loans, not on the interest from those loans. Somewhere in the neighborhood of 85% to 90% of all loans are sold to investors shortly after you close on the purchase of your home. Because of this, credit scores have become very important. Here’s why...

When a lender goes to sell your loan to an investor (as most lenders do), one of the things the investor will look at before buying the loan is the loan’s interest rate in relation to the overall risk that lending you the money poses. If a borrower shows a relatively low risk of defaulting on their loan based on their credit score and other criteria, an investor will only require a moderate interest rate for the loan in order for them to feel “comfortable” with the loan as an investment. Therefore the lender will be able to offer you a good interest rate on your loan.

On the other hand if the borrower appears to be at a higher risk for default due to a low credit score and/or other factors, the investor will require a higher interest rate on the loan in order for them to feel comfortable with it as an investment. In this case, you the borrower will have to pay a higher interest rate for your loan. So does this mean that if your credit score is low and the interest on your loan is high you should forget about buying a home?

Definitely not!

Generally, the main criteria for deciding whether to purchase a home or not is how long you plan to live there. If your plans are to live in the same residence for at least 2 to 3 years, it almost always makes more sense to own than to rent. Remember, paying rent is essentially like paying 100% interest!

The key thing to remember is this: even if your credit is not so great and you have to pay a higher interest rate, you can work on improving your credit while you live in the home. As you make your mortgage payments on time, your credit score will improve. Depending on your circumstances, within a year or two you may be able to refinance at a lower interest rate because of your improved credit. At the same time you’ll be enjoying the incredible tax write-offs that the government allows you on the interest from your mortgage, and that can keep a substantial amount of money in your pocket!

So what are some of the things that you can do to improve your credit rating?

Make All Loan Payments On Time. Making your payments on time, especially your current mortgage or rent payments, is the best way to increase your credit score. Delinquencies, foreclosures, bankruptcies and judgments will decrease your score.

Limit Your Number Of Credit Lines. The number of credit cards and other types of credit that you have will affect your credit score. Too many lines of credit will

decrease your credit score because of the risk that you might not be able to pay off all of your accounts. Lenders feel that this may affect your ability to pay off your mortgage. On the other hand, if you have no credit cards or other lines of credit, this will probably also decrease your credit score. Lenders like to see that you have some available credit and that you can handle your credit wisely.

PLEASE NOTE: if you feel you have too many credit cards or other lines of credit, don't start cancelling them before you apply for a loan. Sometimes this can actually *lower* your credit score. Talk with your lender first and get their advice before you start cancelling credit accounts.

Avoid High Credit Limits. When making decisions about your loan, your lender will consider the amount of credit you have outstanding compared to your income (your "Debt Ratio"). If your total available credit is too high in relation to your income it will have a negative affect on your credit score.

Watch How Much Credit You Actually Use. The outstanding balance on each of your credit cards will also affect your score. Generally, the lower your balances the higher your credit score is likely to be.

Don't Apply For Credit That You Don't Need. Whenever you apply for credit, the creditor will obtain a credit report from one or more of the 3 major credit bureaus: Equifax, TransUnion, and Experian (TRW). Each such credit inquiry will go on your credit report and will affect your score. Even if you're turned down for the credit or change your mind and withdraw your application your credit score will be negatively affected. This is because each inquiry suggests that you are increasing the amount of credit available to you. Before you give your Social Security number to someone, make certain you know how they are going to use it; a Social Security number is almost always required to run a credit report. But don't let the fear of inquiries stop you from shopping for the best deal when you need a mortgage. Credit bureaus have recognized that borrowers may apply for credit at more than one place for the same transaction. Generally, the credit scoring companies will consider all mortgage loan inquires received within a 14 day period as 1 inquiry so the additional inquiries will not affect your credit score. And remember: if you order a copy of your credit report to make sure it's accurate, this will NOT show up as an inquiry on your record. On the other hand, just before or during the home loan approval process, DO NOT make other loan applications such as a car purchase or credit lines for furniture, electronics, etc. These can negatively affect your credit to the point where you could jeopardize your home loan!

Incorrect information in credit reports is surprisingly common. If you feel there are inaccuracies in any of your credit reports you should contact the company where the inaccuracy occurs. Here are their numbers and web addresses:

Equifax:	800-685-1111	equifax.com
TransUnion:	610-690-4909	transunion.com
Experian:	800-682-7654	experian.com

Your lender may also be able to give you direction as to how to correct inaccuracies in your credit report. Be sure to ask them!

“Payment To Income Ratio and “Debt To Income Ratio”

As the names indicate, these lender criteria have to do with the ratio of your mortgage payments in relation to your income, as well as your total debt load in relation to your income. Your lender can quickly and easily run these numbers for you. They can also tell you what the current lending guidelines for ratios are and how they can affect your ability to borrow for a real estate purchase.

Secret #4: The Right Way To Select A Lender and a Loan

This will probably surprise you, but most people go about picking their lender the wrong way. Here’s why: what’s the first thing most people look at when they’re comparing Lender A to Lender B to Lender C? *The interest rate*. While the interest rate is certainly important, it’s probably not the first criteria you should use in picking a lender and a loan. Why? For three reasons:

1. Interest rates vary from day to day and sometimes even within a given day. Unless you compare all lenders within a short period of time on the same day, the numbers for interest rates among various lenders don’t mean a whole lot.
2. Some lenders artificially lower their interest rates by jacking up or adding to the fees they charge for your loan-these are sometimes called “junk fees”. Don’t fall for this trap-it can cost you a lot of money.
3. Another way some unscrupulous lenders lower their rates is by quoting you an unrealistically short rate-lock period. What does this mean? When lenders promise to give you a certain interest rate in writing (called a “rate lock”), they’re “gambling”. The rate that they quote you is not just for that day, but is *guaranteed* for a certain period of time. During your rate lock period, market interest rates may go up or they may go down, but the lender must honor the rate they’ve locked you in at. That’s the gamble for them. Most lenders will quote you an interest rate lock for a reasonable fee for a reasonable amount of time, say 30 to 45 days. To lock the rate in for longer than that, lenders usually charge you more money. Typically, the longer the lock period, the higher the fee. But some unscrupulous lenders will quote you below market interest rates that are only guaranteed for a much shorter period of time-in some cases as little as 7 days. What good is that? Unless you’re closing within 7 days, it’s no good!

**The Bottom Line Is This-
Interest Rates Have Too Many Confusing Variables
To Be The Only Way To Compare Lenders**

**DON’T DO YOUR LOAN SEARCH BY ONLY
COMPARING INTEREST RATES!**

So What Else Should You Look For...?

Fees

Loan fees are the little-understood secret about how to correctly select a lender. Everyone is so hung up on interest rates that they either disregard fees, or consider them as an after-thought. *Don't make this mistake!*

Any lender you talk with should be willing to prepare for you what's known as a "Good Faith Estimate", which is exactly what it sounds like: an estimate, written in good faith by the lender, of what they expect the fees associated with your loan will be. Many lenders will provide this for you without a firm commitment from you that you'll do your loan with them. There's no good reason for a lender not to do a Good Faith Estimate for you. If a lender won't provide you with a Good Faith Estimate either when you first meet them, or within one or two business days at the most, I'd recommend you move on to another lender. There is a sample of a Good Faith Estimate on the next page.

Now Here's The Most Important Thing You Should Know About The "Good Faith Estimate" And Lender Fees...

If you ask for a "Good Faith Estimate" *up front* from your lender (which you should always do), the estimate can be a great way to compare fees between lenders. These fees can vary considerably from one lender to another. The Good Faith Estimate details, in a line-by-line format, the fees that the lender is going to charge you. Because of this...

The "Good Faith Estimate" Is The Best Way To Compare One Lender's Fees To Another

BUT BE CAREFUL. It's very important that you follow some simple, basic guidelines when you compare estimates and fees from one lender to another. Here are some guidelines to follow:

- Determine Which Fees Are Actually Lender Fees: As you can see from the sample Good Faith Estimate, there are many different fees on it. Some of these are fees that the lender is actually charging you and some are "non-lender" fees. How do you know which is which? Here are the names of some typical lender fees:
 - Loan Origination Fee
 - Credit Report Fee
 - Processing Fee
 - Underwriting Fee

This is only a small sample of possible lender fees. There can be many others.

Here are the names of some fees on the Good Faith Estimate that you will usually be charged for by people *other* than the lender:

Good Faith Estimate

LOAN DETAILS:

Sales Price:	\$325,000.00	Loan Term Mos.:	360
Est. Down Payment:	\$65,000.00	Type:	Conv Uninsured
Base Mortgage Amount:	\$260,000.00	LTV:	80.00%
Mortgage Amount with MI/MIP/VAFF:	\$260,000.00	Origination %:	1.000%
Interest Rate	6.500%	Discount %:	0.000%
APR:	6.680%	Loan Program ID :	3 Conf Fixed

ESTIMATE OF COSTS ASSOCIATED WITH CLOSING:

Origination Fee Conforming	\$2,600.00	Title Insurance Endorsement	\$110.00
Lender Fee	\$495.00	Tax Service Fee	\$81.00
Appraisal Fee	\$485.00	Credit Report Fee	\$35.00
Title Insurance	\$191.98	Flood Check Fee	\$26.00
Recording	\$125.00		
Survey	\$125.00		
Closing/Escrow	\$125.00		
TOTAL CLOSING COSTS :			\$4,398.98
TOTAL CLOSING CREDITS (Seller/Lender/Other):			\$0.00

ESTIMATED PREPAID EXPENSES:

County Taxes	2 Mo	\$200.00 Mo.	\$400.00	Hazard Insurance	3 Mo	\$50.00 Mo.	\$150.00
City Taxes	0 Mo	\$0.00 Mo.	\$0.00	Hazard Insurance - 1st Year			\$600.00
School Taxes	0 Mo	\$0.00 Mo.	\$0.00	Flood Insurance	0 Mo	\$0.00 Mo.	\$0.00
Special Taxes	0 Mo	\$0.00 Mo.	\$0.00	Flood Insurance - 1st Year			\$0.00
				MI/MIP	0 Mo	\$0.00 Mo.	\$0.00
				Interest for	29 days @	\$46.30 Day	\$1,342.70
TOTAL PREPAID EXPENSES:							\$2,492.70

ESTIMATED MONTHLY PAYMENTS:

Principal & Interest	\$1,643.38
Taxes	\$200.00
Hazard Insurance	\$50.00
Flood Insurance	\$0.00
Other	\$0.00
MI/MIP	\$0.00
Homeowner's Assoc. Dues	\$0.00
Other Fin P & I	\$0.00
TOTAL PAYMENT:	\$1,893.38

TOTAL CASH TO CLOSE:

Total Closing Costs	\$4,398.98
Total Prepaid Expenses	\$2,492.70
Down Payment	\$65,000.00
Seller Pays	\$0.00
Lender Credit	\$0.00
Lender Pays	\$0.00
Subordinate Financing	\$0.00
Discount Points	\$0.00
CASH TO/FROM BORROWER:	\$71,891.68

Comments:

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- Appraisal (this fee is paid to the appraiser)
- Title Insurance (this fee is paid to the title company)
- Flood Certification (this fee is paid to an independent third party to confirm that the property you are buying is not within a 100-year floodplain)
- Closing fee (this fee is paid to the company who prepares all of your documents for closing)
- Prepaid Taxes and Insurance (this money goes into a reserve account so that the lender is sure the money is there to pay when they come due)

Again, this is only a small sample of the “non-lender” fees you will probably be charged.

So what’s the “takeaway” from all of this?

1. When the lender provides you with their good faith estimate, ask them to highlight on the estimate exactly which fees are THEIR fees.
 2. The lender is only approximating all other “non-lender fees” on their Good Faith Estimate. As a result, you generally don’t use any of these fees to compare lender to lender—they’re only a “guesstimate”, *however...*
 3. If a non-lender fee appears on one lender’s Good Faith Estimate, but not on another lender’s, it *may* mean that the lender is paying that fee for you. For example, if one lender has an appraisal fee and another lender doesn’t, ask why. Perhaps the reason it’s not on the estimate is because the lender is paying the appraisal fee for you as an incentive (or perhaps they just forgot to put it on the estimate). Always ask!
- Compare “Apples To Apples”: The only way to accurately compare one lender’s fees to another by their Good Faith Estimates is to be sure to compare their estimates on a *level playing field*. Lenders base their fees on several categories that must be consistent when you shop loans. Here are the categories:
 - Sales Price: This is the purchase amount of the home you’re considering. With your lender’s help, pick an amount and ask every lender to compare their Good Faiths using exactly the same Sales Price.
 - Base Loan Amount/Total Loan Amount: This describes how much cash you’re paying as a down payment versus how much you’re borrowing and how you’re borrowing it. Again, be consistent from one lender to the next with this amount.
 - Type Of Loan: Fixed-rate, variable-rate, conventional, non-conforming, FHA, VA or other government-backed loans. Each type of loan has its own fees associated with it. Talk to a couple of lenders, get their opinion of what loan type is best for you, then compare all Good Faiths/fees using exactly the same loan type.
 - Discount Points and Buydown Fees: These are ways to lower your interest rate by paying money up-front on your loan. Sometimes these make sense, sometimes they don’t. We’ll discuss “Points” a little later on, but for right now, let’s keep things simple: compare lenders and their fees with no discount points or buydown fees. BE CAREFUL: some unscrupulous lenders will slip in a fee for points on your Good Faith Estimate in order to quote you a lower interest. Don’t fall for this!

Putting It All Together:

- Don't worry too much about \$20 here or \$30 there- In the big picture of a loan these relatively small amounts don't add up to much. However, if one lender's fees are considerably higher than another lender's, it's probably best to rule them out as a lender.
- Watch out for "junk fees"- You may recall that we discussed these fees earlier. Some lenders charge these fees as a way to artificially lower their interest rates, some just charge them period! As you compare one lender's Good Faith Estimate to another lender's, certain "extra" fees may show up; these may be "junk fees". Ask the lender to explain these fees. If their answer isn't acceptable, move on to another lender.
- Trust your instincts- Congratulations! You've done your homework, compared lenders and their fees, and narrowed down the field to a couple of lenders. Now what? Trust your instincts. If you like the person that you're dealing with, if you trust them and feel that they're putting your best interests first, that lender is probably your best choice.
- "Of Interest"- Yes, interest rates do matter. Once you've narrowed down your lenders by the fees that they charge, go ahead and compare interest rates. But again, remember; interest rates change daily and sometimes several times within a day. When you get ready to compare loan rates between the lenders, be sure to follow these guidelines:
 - Follow all of the guidelines discussed above in "Determining Which Fees Are Actually *Lender Fees*" and "Compare Apples To Apples".
 - Since interest rates can vary within the day, try to compare rates between lenders within a few hours of each other if possible.
 - Be sure that you compare the same rate-lock period from lender to lender. 30 to 45 days is usually a typical time that they will lock your rate for little or no money.

Does this involve a little work on your part? Yes it does. But the payoffs can be huge. Paying careful attention to your fees and interest rate and doing a little comparison shopping can save you tens of thousands of dollars over the life of the loan. Definitely worth it!

Secret #5: Be Financially Prepared – Ahead Of Time

Many people go about the home finding process BACKWARDS. They go through the entire process of looking for a home and writing an offer WITHOUT being financially prepared.

This Is a HUGE Mistake!

Why? When you make an offer on a home you have 2 main considerations:

1. How can I negotiate the best price and terms possible?
2. If another competing offer comes in at the same time for the same home (which happens surprisingly often) how can I make certain that I get the home I want?

Let's look at the first consideration, "How Do You Negotiate The Best Price And Terms Possible?" The starting point is to have a good REALTOR® on your side. Professional, full-time REALTORS® are well-versed in property values, contracts, and negotiating skills. This is a powerful combination to have on your side when you put an offer in on a home.

Another important consideration is your ability to qualify for how much you want to borrow. Let's switch roles for a moment. Imagine that you're a homeowner trying to sell your home. Your agent brings you an offer on the home that you're trying to sell. What's the first thing you want to know? "How much is the buyer offering for my home", of course! But also of great importance to the seller is, "Can this buyer qualify for the loan to buy my home?".

Here's where getting PRE-APPROVED for a loan is so important. Switch back to being a buyer now. If you're submitting an offer to a seller and you're trying to negotiate the best price and terms possible, do you think that having a Letter Of Pre-Approval from your lender strengthens your bargaining position? Is it possible you may get a better price and/or terms if you've shown the seller that you're pre-qualified for the loan? You bet it is!

To the second point, what if you end up in the position of competing with another buyer for the home you want? This is not uncommon. Again, switch roles; imagine that you're the seller. Two offers come in at the same time on your home. Price and terms are similar, but one offer has a Letter Of Pre-Approval from the buyer's lender and the other offer does not. Which offer are you going to take? Most likely the seller will take the offer from the buyer with the Letter Of Pre-Approval. Remember, sellers are interested first in the price and terms they're being offered, usually followed closely by "Can this buyer qualify for a loan to buy my home?"

The Bottom Line: You Will Probably Have More Power To Negotiate Price and Terms When You're Financially Qualified

When you have money to "back you up" in the form of a pre-approval letter from a lender, the seller knows that you're serious. And a serious buyer almost always has more influence to negotiate. So do yourself a favor, get pre-approved from your lender before you go shopping for a home. You'll be glad you did!

Secret #6: How To Save A Bundle When Financing.

Your ability to purchase a particular home will be related to five main factors. They are...

1. The PRICE of the home;
2. The AMOUNT OF MONEY you'll be borrowing
3. The TYPE OF LOAN: Conventional, Fixed, Variable, Jumbo, etc.
4. The INTEREST RATE of your loan
5. The TERM of your loan: 15, 20 and 30-year loans are the most common.

Let's look at each of these...

- The PRICE of the home. This one's pretty obvious- sad but true, we all have to buy within our financial means (ah, if money were no object!).
- The AMOUNT OF MONEY you'll be borrowing. This will largely be a function of how much your down payment will be and how large a monthly payment you can qualify for and/or afford.
- The TYPE OF LOAN. This is where a skilled lender can assist you by tailoring the hundreds and hundreds of loans on the market to best meet your needs.
- The INTEREST RATE of your loan. Here's where things can get interesting...

How INTEREST RATE and TERM can SAVE or COST YOU tens of thousands of dollars!

To illustrate the impact interest rates can have on your overall financial picture, look at the table below. It shows the interest you pay over the term of a 30-year, \$250,000 loan at 6%, 7%, and 8%.

And here's the clincher: Just ONE percentage point (7% compared to 8%) on a \$250,000 loan would cost you **\$57,819** over the life of the loan! TWO percentage points (6% compared to 8%) will cost you **\$113, 601** over the life of the loan!!

Your lender might tell you their "*slightly higher rate*" is only a matter of \$_____ a month in payments. But YOU will know better! Take a look at the table below that's based on a 30-year loan...

<u>Loan Amount</u>	<u>Interest Rate</u>	<u>Monthly Pmt.</u>	<u>Interest Paid</u>	<u>SAVINGS</u>
\$250,000	8%	\$1834	\$390,794	--
\$250,000	7%	\$1663	\$332,975	\$57,819
\$250,000	6%	\$1499	\$277,193	\$113, 601

***That's Money Taken Out Of Your Pocket
If You Don't Look For Good Rates!***

And if you think the interest rate has an impact on your overall financial picture, take a look at what modifying the TERM of your loan can do...

Here's another example of a \$250,000 loan at 7% interest. But this time, we examine the total interest paid over the life of the loan when you select a 30-year vs. a 20-year vs. a 15-year loan term...

<u>Term</u>	<u>Interest Rate</u>	<u>Monthly Pmt.</u>	<u>Interest Paid</u>	<u>SAVINGS</u>
30 Year	7%	\$1663	\$332,975	--
20 Year	7%	\$1938	\$215,179	\$117,796
15 Year	7%	\$2247	\$154,473	\$178,502

What's the "bottom line"? If you can afford the payment of a 20-year or even a 15-year loan, your monthly payments will go up somewhat, but you'll save a huge amount of interest over the life of the loan AND you'll have your home paid off that much sooner.

So for most people, getting a shorter-term loan will be better way to go. However, there are times when, based on your tax bracket and/or your investments, it may actually make more sense to go with a *longer-term loan* rather than a shorter-term loan. Again, talk with your tax and investment advisors for their recommendations.

Now some lenders might tell you, "*Paying a little more interest isn't so bad, because it's tax deductible.*" But you should know this: Let's say your combined tax bracket (federal and state) is 32%. This means that for every dollar in mortgage interest you pay, you only get to deduct (save) 32 cents. You don't want go spending a dollar on interest just to save 32 cents in taxes-that makes no sense. Paying more interest is never a good thing!

What About "Points"?

Another consideration in the formula is the amount of POINTS your lender will charge you. Sitting across from a lender while they throw numbers at you can be pretty overwhelming. For example, you might hear terms like, "*Your loan will be 7 ½% with no points, or 7% with 2 points.*"

All the while you might be thinking to yourself, "*I have no idea what the in the world this person is talking about!*"

So what are points? Simply put, points are a way of lowering the interest rate on your loan by paying money up-front to the lender. Even the term “points” can be confusing, but it shouldn’t be. A “point” is simply 1% of the amount borrowed. For example, if you’re borrowing \$250,000, your points will be:

$$\$250,000 \times 1\% (.01) = \$2,500$$

So each point on a \$250,000 loan will equal \$2,500- easy!

So why would you want to pay up-front money (points) in order to lower your interest rate? Here’s a formula that will allow you to quickly determine if it makes sense for you to pay points...

Loan #1: A 30-year, \$250,000 loan at 7 ½% with 0 points (you pay no additional point money at the time of closing)

Loan #2: A 30-year, \$250,000 loan at 7%, but you’d have to pay 2 points (\$5,000) at the time of closing to get the 7% rate

So which loan is better for you? One key factor that will determine this:

How LONG You Keep The Loan

The first thing you need to think about is how long you’re planning to live in the home that you’re. The average homeowner spends about 6 years in their home before selling.

So the question is, does it make financial sense to pay points up-front to lower your interest rate on this loan?

Here’s How To Quickly Know If You Should Pay Any Points...

1. Take the difference in monthly payments (principal and interest only) of EACH loan... (i.e., with points and without points).
2. Multiply that amount by 12 months to get the annual amount of difference...
3. DIVIDE that amount into the \$ amount of points you pay to determine the number of years at which you recover the points paid up front. If the number of years is LESS than your anticipated time in your home, you’ll be better off paying the points and getting the lower rate. If it’s higher than you plan to spend in the home, opt for the lower points.

Here’s an Example For A 30-Year Loan...

<u>Loan</u>	<u>Points</u>	<u>\$\$ Points</u>	<u>Interest Rate</u>	<u>Mo. Payment</u>
#1, \$250,000	0	\$0	7.5%	\$1748
#2, \$250,000	2	\$5,000	7.0%	\$1,663

1. The difference in the interest paid each month is \$85 ($\$1748 - \$1663 = \85)
2. $\$85 \times 12$ months is a difference in interest paid each year of approximately \$1020
3. Now use this formula:

$$\begin{aligned} &\text{Total Cost Of Points (loan amount} \times \text{points)} \\ &\div \text{Annual Difference In Interest Paid} \\ &= \text{Number Of Years} \end{aligned}$$

For our example:

$$\begin{aligned} &\$5,000 \\ &\div \$1020 \\ &= 4.9 \text{ years} \end{aligned}$$

What does this mean? Using this example, if you were to stay in your home for less than 4.9 years, you will *NOT* recoup the points you paid up front with the savings in a lower interest rate. Recoup time is over 4.9 years to break even on your costs for the points vs. savings in interest.

Using this scenario, if you believe that you're going to stay in your home less than 4.9 years, your best bet would be to select loan #1 with no points.

However, if you planned to keep your home beyond 4.9 years, you'd be better off with loan #2, paying \$5,000 in points to get the lower interest rate (i.e. the overall savings in interest rate will exceed the amount you paid in points). And the longer you stayed in the home the better your initial investment of the \$5,000 in points would be, since you'll be saving more and more interest over time.

What About "Buydowns"?

Buydowns are like points in that you pay cash up-front to lower your interest rate. But instead of the interest rate being lowered for the entire life of the loan it's only lowered for the first year or two or three. Buydowns can work very well for some borrowers, but it's a bit more complicated to determine if they make financial sense for you compared to calculating points. Talk to your lender about Buydowns to see if they would be beneficial to you and your circumstances.

Are you starting to see how important it is to understand your home's financing? How important it is to shop for the best rates, terms, and points?

Good! Now that we've talked about some of the most important "Secrets" that you need to know about financing, let's uncover a few more secrets about buying your home...

Secret #7: Knowing A Home's Value Will Save You Thousands Of Dollars And Heartaches!

Most homebuyers make a *terrible* mistake when they make an offer on a home; they base their offering price on the seller's asking price. "We'll just offer x amount below the seller's asking price and see what happens". WRONG!

There's only ONE thing the seller's asking price will tell you; is the seller thinking in the real world or in fantasyland? Let me explain...

Every home on the market has a *MARKET VALUE*, or more accurately, a *RANGE OF POSSIBLE MARKET VALUES*. Many things can affect a home's market value at any given time. The most important factor is good old "Supply And Demand".

In general terms, if the amount of homes that buyers are purchasing in a given market exceed a certain number of homes that are for sale, you have a "Seller's Market" (buyer demand is greater than housing supply). In this case, home prices will likely be increasing.

If, on the other hand, there are more homes for sale than there are buyers to purchase these homes, you have a "Buyer's Market" (housing supply is greater than buyer demand). In this case, housing prices will probably either be stable or declining.

Other things like the local job market, the local and national economy, and of course interest rates can determine whether home price are stable, increasing, or decreasing.

The Bottom Line Is This:

The Approximate Value Of Any Property You Are Considering Purchasing Is Determined ENTIRELY By What Buyers Have Paid For Similar Properties Within The Last Few Months, And Market Demand

So how is a property's value range determined? On any home that you're considering purchasing, your agent should prepare for you what's known as a "Comparative Market Analysis" or a "CMA." A CMA looks at several homes similar to the one you're considering purchasing that have sold within the last few months as a way to gauge the approximate value range of the home you're considering purchasing.

The 6 most important factors that a CMA considers are:

1. Location
2. Square footage
3. Quality/type of construction
4. Condition of the home
5. Age of the home
6. In some cases, lot size

Of these, location and square footage account for the overwhelming majority of a home's value (location, location, location!)

Doing an accurate CMA requires a high degree of skill and market knowledge by a real estate agent, and can take several hours to complete. Short of hiring an appraiser for about \$450+, a CMA performed by a skilled REALTOR® is the best way to get an accurate idea of the market value range for your home. So why do I keep using the term market value *range*?

Because there is absolutely no way for anyone (not even an appraiser) to determine the *exact* dollar market value of any property. The market is constantly fluctuating, there are too many variables between one home and another, and buyer and seller emotions and motivations can have a direct relationship on a home's value. Even appraisers can vary significantly on their opinion of the value of a given property. So all homes have a market value *range*. But a well-prepared CMA will significantly narrow down that range to give you a good idea of a home's value.

When I assist a buyer in purchasing a property, I always do a Comparative Market Analysis for them in an easy-to-understand format. This way we can write an offer based on facts, not on sales hype.

Armed with this information, you will have a good idea of the approximate market value of any property. Knowing that, you'll be able to determine whether the seller's asking price is realistic or not.

As a general rule, I've found that if the seller's asking price is about 8% or higher above the upper end of a home's fair market value range, the sellers just aren't being realistic. As a result, it's going to be less likely that you'll be able negotiate a fair price for the home. The closer a seller's asking price is to a home's fair market value as determined by a CMA, the more likely it is that you're going to pay a fair price for the home.

But Why Do I Need A REALTOR® To Do A CMA To Determine A Home's Value- Isn't That What The Appraisal Is For?

Not necessarily! First, not all home purchases involve an appraiser. The lender requires appraisals, so if you're paying cash, no appraisal will be required. Or, if your down payment is very high the lender will probably require a very minimal appraisal.

But what if you're getting a typical loan and the lender is going to have a traditional appraisal done? Isn't that good enough protection for you? Probably not, and here's why...

Make no mistake about it; the appraisal is being done for one reason, that's to protect the *lender*. The biggest fear that any lender has is that the borrower is going to default on the loan and stop making payments. If this happens, the lender will start

proceedings to foreclose on the home. If the home goes to final foreclosure, the lender is now stuck with a home that they have to sell, probably at a significant discount.

The Purpose Of The Appraisal Is To Protect The Lender By Determining That The Price You And The Seller Have Agreed To For The Home Is Reasonable For The Given Real Estate Market

In other words, if the lender's greatest fear comes true and they have to sell the home due to foreclosure, the lender wants to make sure that the market will support the price that they may have to sell at. This way the lender minimizes the risk that they'll take a loss on the loan if they have to foreclose on the home.

But here's the really surprising part that most homebuyers don't know:

According to appraisal industry regulations, the appraiser will get a copy of your purchase contract before they do the appraisal on your home.

THE APPRAISER ALREADY KNOWS THE PRICE UPON WHICH YOU AND THE SELLER HAVE AGREED!

The Primary Purpose Of The Appraisal Is Not To Protect You By Determining The Fair Market Value Of The Property-

The Primary Purpose Of The Appraisal Is To Protect The Lender By Showing That The Prices That Homes Have Recently Sold For Supports The Price That You And The Seller Have Already Agreed Upon

Here's another reason that it's a bad idea to count on the appraisal exclusively as your price protection: by the time the appraisal is done, you'll probably be several weeks into the purchase of the home. By this time, you'll have likely spent \$400 to \$600 or more on a variety of home inspections. Not to mention that the appraisal will cost you \$400 to \$500. If the home doesn't "appraise", that's all money that you won't get back. If your purchase contract has an "Appraisal Contingency" (the REALTOR® contract we use has this), you should be able to terminate the transaction if the home appraises below the price that you and seller have agreed upon. But then you'll have to start the home search all over again. You'll be out time *and* money.

Wouldn't it be better to work with a competent REALTOR® who will perform a Comparative Market Analysis before you make your offer? That way you can get a handle on the issue of "Asking Price vs. Offering Price" right up front.

Understanding how a home's fair market value is determined and how it relates to a seller's asking price can save you thousands, and sometimes tens of thousands of dollars when you purchase a home.

Okay, so you've found a good lender with competitive fees and rates. With their help you've decided on the best loan, and you've gotten pre-approved. With your REALTOR®'s help you have an idea of the fair market value range of the home that you're considering buying. Now let's look at our #8 "Home-Buying Secret"...

Secret #8: Key Points To Remember When Considering The Purchase Of A Home

Using the "Homebuyer's Priority Checklist" and "Home Comparison Chart" at the beginning of this guide, you've clearly identified the key features that you're looking for in your next home. But wouldn't you like your next home also to be a good investment? What are some of the things you should look for?

The first thing that I recommend buyers look for is what I call "Siting", in other words, where and how the home is located and positioned. Siting involves evaluating three factors:

1. General Siting ("Location")
2. Lot Siting
3. Home Siting

#1: "General Siting" Yes, it's true what they say about real estate: it's all about "Location, Location, Location". The general location of the home you're considering will very likely determine how happy you'll be living there, and could be the biggest influence on how well the home will increase in value over time for you. Here's one important tip that is very important about location...

Try To Buy A Home That Is In About The Midrange Price In The Best Neighborhood You Can Afford

Why do I say this? Because the better the neighborhood in terms of quality of homes and location, the better the economic appreciation of the home will probably be for you over time. And if you buy the midrange home, the home will usually appreciate faster and greater than a higher-priced home in the same area. Appraisers refer to this as "Progression".

Plus, you will most certainly spend money updating or decorating your new home, and you don't want to get "upside down" on your home's value after spending money for improvements. So remember...

Try To Avoid Buying The Most Expensive Home In A Given Area

#2: "Lot Siting" Lot siting refers to where your particular lot is located within the subdivision or area that you're considering. Take a good look at your home's location in relation to other homes in the area.

Does the lot back up to a park or other dedicated open space? (Very desirable). Does it face or back up to a busy street? (Not desirable). Does the lot capture better views than other lots in the area? Is it more private or shaped better than other lots?

Lot siting in a neighborhood can be a good indicator of how well the home may appreciate over time versus other homes in the neighborhood, assuming you paid a fair price when you bought the home. Remember the opening statement to this guide- “You make money when you BUY real estate, not just when you sell it”.

#3: Home Siting What direction is the home facing? South or west-facing homes are generally regarded as preferable, especially in colder regions. This is because in the winter, a south or west-facing will benefit from the sun melting the snow, while in the summer, the back of the home will get at least some protection from the hot sun in the evening. How well did the builder position the home to take advantage of all the amenities the lot offers, especially views? Is there a good balance between front and back yards? Do you see any drainage problems because of where the home has been located on the lot?

Consider All 3 Types Of “Siting” When You Look At A Home

Now, as you approach the home, there are other things you want to keep in mind...

1. What is your initial reaction of the home as you approach it from the street? This is called “curb appeal,” and it can have a great impact on the value of the home. Do you like the architecture of the home? Notice the areas around the home. Are they well maintained? Is the landscaping groomed?
2. Take a look at the structure of the home. As you go through the home, windows and doors should be square, and they should close correctly. Look around the corners of windows and doors for cracks. Check floors in the corners of rooms for sloping or tile/wood cracks. These may reveal foundation or water problems.
3. Now think about the floor plan of the home. Is it functional? Do the common areas flow the way you want them to? How much storage is there? Are the halls narrow and long, or are they open? How far will you have to carry the groceries from the garage? Are the rooms the right size and height for your desires? If there have been any additions, were they done professionally? Do they fit with the flow and style of the home?
4. Now, check the roof and ceilings. Is the roof the type you prefer? Does it appear to be in good condition? When was the last time the home was roofed?
5. Now make a basic check of the plumbing, mechanical, and electrical systems. Do drains and toilets work correctly? Is the home on city water or is it on a well? Is the property connected to sewer, or is it on a septic system? Does the wiring seem like it’s reasonably current, or old? Of course, be sure you get these systems inspected by a professional home inspector.

Secret #9: How To Save Thousands Writing Your Offer And Negotiating Your Deal

Years ago, a real estate expert told me that the party who is less motivated almost always gets the better deal. The ONE single element that will probably have the greatest effect on the price you pay for a home is...

How MOTIVATED Is The Seller, And How MOTIVATED Are YOU?

If the home has been on the market for over 6 months, perhaps it's because the seller hasn't been motivated enough to sell.

And if you've been looking for 4 months, your kids are late for starting school this year because you haven't found a home yet, and you now have found the right home, YOU may be very motivated to buy!

Nevertheless, here's a tip you should bring to any real estate transaction...

AVOID Becoming Too Emotionally Attached To The Home You're Considering

If you're all giddy about the home, if you can't hold back your emotions when you're around the home, then you could get clobbered when negotiating the purchase.

This is another important reason why you need a REALTOR® representing you during any real estate transaction. A good REALTOR® acts in your best interests and can be a "buffer" against you getting too carried away. As such, a REALTOR® can save you a *bundle* of money and/or help you avoid making a bad decision.

So now you're ready to write an offer. What's the single best piece of information you can have?

The "Comparable Market Analysis"

Remember the CMA? We discussed it earlier. Prepared for you by a skilled REALTOR®, it's the best way to determine a home's fair market value range. Great, so you've got the CMA and an idea of the home's value. Now here's what you want to do...

You want to take a look at 3 important "Market Tell-Tale Signs":

Market Tell-Tale Sign #1: Hopefully the seller's asking price is within about 5% of the homes approximate fair market value as determined by the CMA. If the asking price is between 5% and 8% above fair market value you could have an uphill battle. If the seller's asking price is 8% or higher than the upper end of the home's market value, it's probably going to be difficult (though not necessarily impossible) to negotiate a fair price for the home.

Market Tell-Tale Sign #2: Ask your REALTOR® to give you the average “Days On Market” (the time it takes for a property to receive an accepted offer) for similar homes in the area. If the “Days On Market” are relatively short, about 50 days or less for a similarly-priced home, it may indicate a “seller’s market”. You could be competing with other buyers, meaning you might have to be more competitive (offer a higher price) with your offer. If the Days On Market is longer, let’s say over 90 days for a similarly-priced home, it may be a sign of a buyer’s market, which means you might have more negotiating room on the price.

Market Tell-Tale Sign #3: Now, if possible, visit several other similar homes for sale in the area. How does the home you’re considering compare to the others? Is it in similar condition? Is it better sited? Is it bigger, smaller, better style, better landscaping, etc.? These factors can also help you determine how much you should pay for your home vs. how much others paid for similar homes in the neighborhood.

Congratulations, you’re now ready to make your offer! At this point, you’ll want to work closely with a competent agent to put together your offer. We’ll talk about strategies such as:

- What should the offering price be?
- How should we structure the financing?
- What “contingencies” should we include to protect your interests?
- Do you have a home to sell, and how should we present that in the offer?
- What other “additional provisions” should we include?
- What closing date should we select?

The correct answers to these and many other questions will depend on your personal situation. A competent REALTOR® can guide you every step of the way in putting together a great offer.

The final step to negotiate the best offer possible is to be financially prepared. First, have your “Earnest Money” ready to go. Earnest Money are the funds that you accompany an offer with as a show of good faith to the seller. Your REALTOR® can explain your options and what might be an appropriate amount of Earnest Money to accompany the offer with. Also, as we discussed earlier, its’ very important to have a “Letter of Pre-Approval” from your lender.

Secret #10: Choose Your Agent Very Carefully

The purchase of a home is one of the most important decisions you’ll make in your life. It stands to reason that picking the agent you work with is equally important. Surprisingly, many homebuyers pay very little attention to the process of choosing their agent. They use an agent they met at an Open House, called from a “For Sale” sign, saw in an ad, or work with an agent just because they’re a friend or family member. But this is the WRONG way to pick your agent.

So What’s The Right Way To Pick An Agent?

First, don't just pick an agent because they're a friend or a relative. I know you may feel some pressure to do this, but it's a not a good way to pick your agent. There's just too much at stake.

Second, **ASK QUESTIONS!** It's surprising to me how often people pick their agent without asking the agent any qualifying questions. This could end up costing you thousands if not tens of thousands of dollars, as well as heartache and misery. *Don't be afraid to ask your agent tough qualifying questions before you start working with them.* Here are the questions that you should ask:

"How Much *Experience* Do You Have In Real Estate?" Notice I didn't say, "How long have you been in real estate?" How long a person has been in the business means very little by itself. The more important question is the combination of years and *number of transactions closed*. I know agents that have been in the business 10 years or more that have only closed a few transactions. To have a good level of experience I believe your agent should have been in the business at least 5 years and closed at least 50 transactions. How will you know? Ask them!

"Are You A *Full-Time* Agent?" Your agent should be a Full-Time Professional. You may be surprised to know this, but most of the agents in our area have been in business only a short period of time and/or are *part-time*. With one of the most important transactions in your life, do you really want to work with an agent whose only doing real estate part time?

"Are You A *Broker*?" What is a real estate "broker" and a regular agent? A broker is an agent who has been in the business of real estate a minimum number of years, has completed a minimum number of transactions, has received additional advanced real estate education, and has completed a rigorous broker's examination. By working with a "broker", you'll know that you're working with an experienced agent with advanced training.

"Do You Have *References*?" A good agent should be willing to provide you with names and telephone numbers of all clients that they have recently closed transactions with. What past clients have to say about an agent is far more important than what an agent says about themselves!

Finally, be sure to ask your agent:

Are You An "ACCREDITED Buyer Representative"? (ABR)

What is an "Accredited Buyer Representative"? This is an agent who has gone through extensive and thorough training *specializing* in assisting homebuyers with their unique needs. To achieve the ABR certification, agents must not only complete this training but they must also pass an examination to prove their advanced skills in assisting homebuyers. *A very small percentage of agents hold the title of Broker and Accredited Buyer Representative.* ASK!

**Be SURE That You Work With An
ACCREDITED Buyer Representative (ABR)**

**There Are “*Real Estate Agents*”, and Then There Are
Experienced, Full-Time Brokers Who Hold
An ABR Designation.**

Which One Do YOU Want Representing Your Interests?

(In case you were wondering, yes, I’m a *full-time* real estate *broker* with an *Accredited Buyer Designation*. In the past 10 years I’ve successfully closed over 250 real estate transactions).

**What Others Say About You Is More Important
Than What You Say About Yourself**

Wouldn’t you agree? Here are some kind words from delighted clients that I’ve worked with:

“Ken- you were the best real estate agent that I’ve had the pleasure of working with in 30+ years of home buying from east coast to west coast. Thank you!”

Ralph D’Alessandro

“Ken, I will always consider you to be the best broker I have worked with, and I have bought 10 houses and sold 3!”

Greg Davel

“Ken is informative, easy to work with and fun. He goes out of his way to help you. Never tired of keeping you informed of every little detail. I don’t think it’s possible to be a more informed and attentive agent than Ken. I will recommend him with the highest regard.”

Eric & Suzanne Partch

“Ken provided us with excellent professional service throughout the home buying process...supporting us every step of the way...”

Richard Bessen

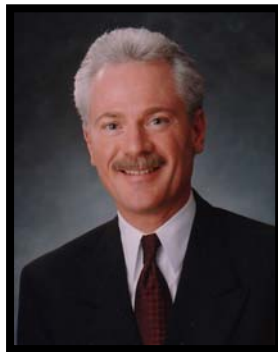
I hope that the information in this guide has given you helpful advice for finding, financing and buying your next home. By now it’s probably pretty clear to you that in order to find the right home and save money you should have a good REALTOR® and a good lender in your corner looking out for your best interests.

In my years of real estate experience I’ve have recognized this fact, which is why I wrote this special report and structured my practice around giving my clients the most competent service possible.

On the surface, it may seem there are many agents to choose from. But just because there are lots of agents out there doesn't mean they can all do the same quality of work for you. Please remember...

All Agents Are NOT The Same!

If you'd like to enjoy the benefits of this type of service, please feel to contact me on my direct line at 406.556.2257 or toll-free at 888.586.7676, extension 2257. Or drop me an e-mail at: ken.joiner@prumt.com



Wishing you the best,

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P.S.: For a wide variety of additional FREE real estate information, check out my website:

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