

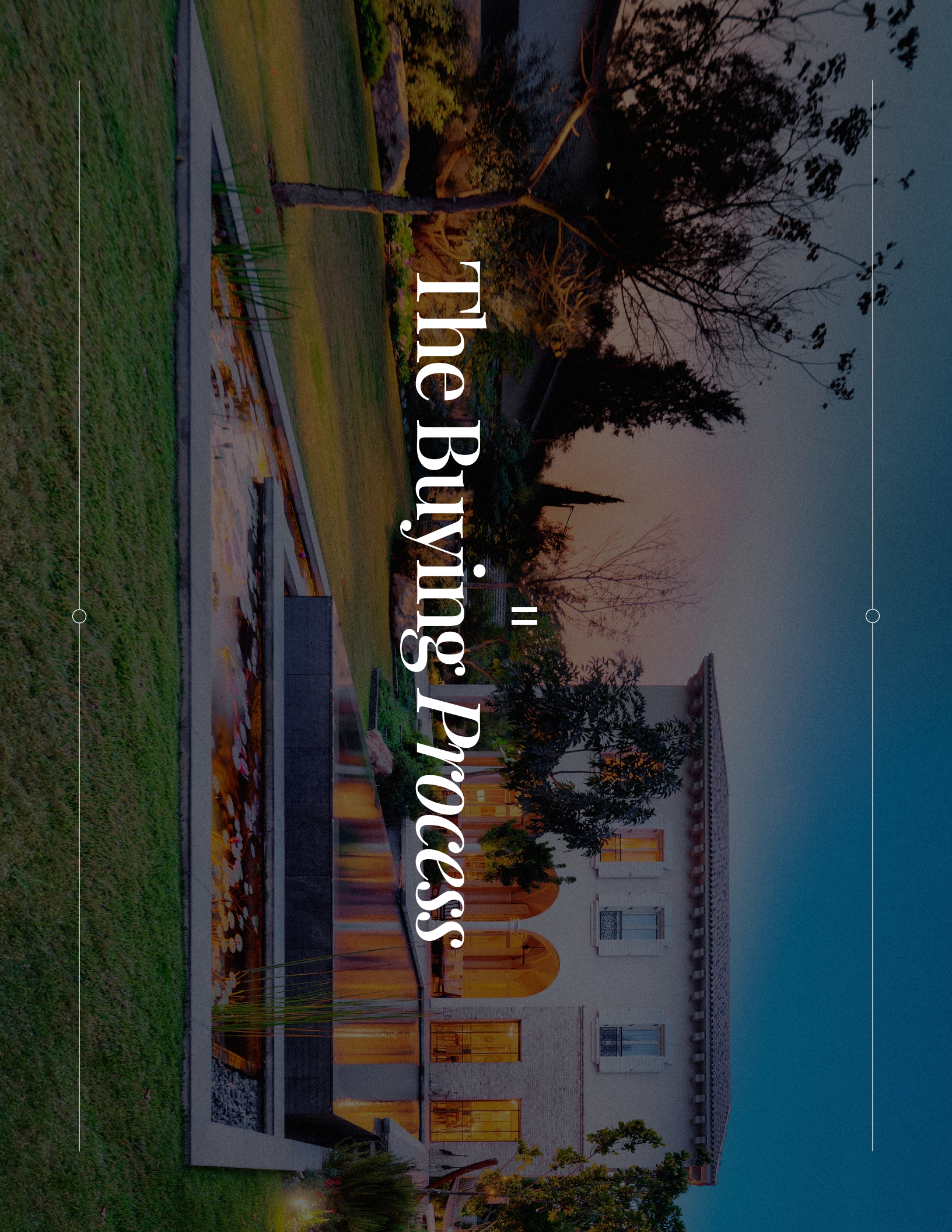


ELIZABETH FARAFONOV & THE AGENCY PRESENT

# A GUIDE TO BUYING

*So you're ready to make your move? We'll roll out the red carpet.*





# " The Buying Process





## MY BUYER SERVICES

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My job is to execute your real estate transaction so *smoothly* and *efficiently* that it feels simple and easy.

Being a real estate agent encompasses many roles—each essential in helping you find your dream home. From handling multi-offer scenarios and navigating challenging sellers to providing emotional support and keeping you updated on the current market moment, I'm right by your side. From curating industry relationships to give you a competitive edge to knowing the levers in our contracts that accomplish your goals, from studying the latest market trends to flexing my negotiation power on your behalf, I'm here to guide you through the entire transaction journey so you have the best experience every step of the way.

Above all, the thing that most excites me in my role is helping you reach your goals. Whether you're a first-time homebuyer or a seasoned investor, we'll craft a personalized strategy tailored to your unique needs.





# THE HOMEBUYING PROCESS AT A GLANCE



**ORGANIZE YOUR FINANCES AND  
GET PRE-APPROVAL**

**DETERMINE YOUR SEARCH CRITERIA  
AND PARAMETERS**

**RESEARCH AND TOUR HOMES**

**MAKE AN OFFER**

**NEGOTIATE THE CONTRACT  
AND NAVIGATE ESCROW**

**FINAL WALK-THROUGH AND CLOSING**

**MOVE IN**





# GETTING FINANCING PRE-APPROVAL



## When it comes to real estate, *money talks*.

Unless you're purchasing in cash, determining the loan amount you qualify for is important. We'll connect you with a mortgage broker, who'll determine how much a bank will lend you. Banks have different words for it: "pre-qualified," "pre-approval" or "a fully underwritten pre-approval." They'll help you understand financing options, what your down payment and additional closing costs will be, and place you in a better negotiating position.

Once you have your price range, you need to take into account closing costs, moving costs, taxes, and possible HOA fees.

*We'll walk you through it.*



# QUALIFYING FOR A LOAN



*Here's what matters to lenders.*

## **YOUR CREDIT**

Establishing a good credit score will help you secure more favorable financing terms.

## **JOB HISTORY & STABILITY**

A consistent job history within the same company/industry is ideal, but career advancement may also be acceptable.

## **DEBT-TO-INCOME RATIO**

This is a crucial factor the lender uses to determine how much you can afford to spend on housing. The lender looks at all aspects of your income and debt, as well as factors in your anticipated new principal and interest loan payments, your property taxes, your insurance costs, and any other relevant housing costs.

## **MONEY, MONEY, MONEY**

This is where the lender verifies your funds for your down payment, your closing costs and your cash reserves.

## **PROPERTY SECURITY**

The lender will require an appraisal by a certified fee appraiser to verify the property's marketability, condition, and value, ensuring sufficient collateral for the loan.

Don't worry if you don't meet all of the guidelines. Lenders work through a variety of circumstances and different loan products. And we're here to help.



# LET'S SET YOU UP FOR SUCCESS



*Applying for a home loan can be a sensitive process.*

## **DON'T MAKE BIG PURCHASES**

A large payment or other significant purchase, such as a car, furniture, and appliances, can impact your debt-to-income ratio and prevent you from qualifying for a loan.

## **DON'T PAY OFF DEBT**

Talk to your loan officer about your best strategy. They may prefer you keep the debt and maintain higher cash reserves vs. deplete your cash reserves to pay down debt balances.

## **DON'T MOVE ASSETS OR CONSOLIDATE BILLS**

Transfers from one bank to another appear as new deposits, which can complicate the application process. If you do need to move money around or adjust your finances, speak to your lender first.

## **DON'T CHANGE JOBS**

Your lender will do one last employment verification just before funding your loan—any undisclosed changes to your employment can jeopardize your loan, your deposit and your ability to buy a home.

## **DON'T RUN YOUR OWN CREDIT REPORT**

It will show up on your lender's credit report and need to be explained in writing.





# SHOPPING FOR YOUR HOME

## Let the home tours *begin*.



### **TAPPING INTO MY NETWORK**

I'll leverage my connections with fellow agents to actively identify potential sellers in your desired location.

### **REFINING OUR SEARCH**

As we shop around and get clearer on your wants and needs, we'll further refine the search.

### **WE'VE FOUND IT. JUST LIKE WE KNEW WE WOULD.**

Once we've found the one for you, we prepare an offer.



# MAKING AN OFFER

We provide expert advice. You pick the offer price.  
Not too high. Not too low. Just right.



When you submit an offer to a seller for consideration, here's how they can respond:

<div><div>1</div><div>ACCEPT</div></div> <p>Congratulations! You are officially in contract to buy a home. There is still a lot to accomplish, but you are one very large step closer to achieving your goal.</p>	<div><div>2</div><div>COUNTER</div></div> <p>Sellers may push back on the price and/or other specific terms of your offer. If you accept their counter, see #1. If you counter back, sit tight right here in #2, as there is some negotiating left to do. If you reject their counter and move on, skip to #3.</p>	<div><div>3</div><div>REJECT</div></div> <p>When an offer or counteroffer is rejected, they're saying "thanks, but no thanks." Of course, after an official "no" is given, there is always the possibility that the rejected party may try to reopen negotiations and reenter the conversation with more favorable terms.</p>
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# FINALIZING THE AGREEMENT



## NEGOTIATION IS MY TIME TO SHINE.

As a respected professional with trusted realtor relationships, the rapport I build during early conversations will go a long way to tipping the scales in your favor. And when the time comes, I'll represent you at the negotiating table to reach an agreement with the seller on the final price and contract terms. In multiple-offer situations, our experience, knowledge and strategic thinking are huge assets in understanding the current market, rate conditions and the potential of your buying power.

## AS YOU BEGIN TO REVIEW CONTRACTS AND DISCLOSURES, I'M HERE TO ADVISE.

I work with your entire team, from your attorney to your mortgage broker, to walk you through the contract, disclosures and other agreements to protect your interests.

## AND WE HAVE THE FINAL OFFER.

Once the seller approves, you're one step closer to being a homeowner. Here we go.



# YOU'RE NOW IN CONTRACT



## INSPECTIONS AND INVESTIGATIONS

You will be provided with pages of advisories, disclosures and reports covering the various aspects of the home and community that you should consider investigating. You are strongly encouraged to investigate all matters that are important to you.

Once you are satisfied with all aspects of the home, you will be asked to remove your contractual investigation contingency by the deadline outlined in your offer.

## LOAN UNDERWRITING

The lender underwriting phase begins. The lender may ask for more documents along the way and order an appraisal of the property.

## ESCROW

Escrow is the process whereby parties to the real estate transaction deposit documents, funds, or other items of value with a neutral, disinterested third party (the escrow agent). These are held in trust until a specific event or condition occurs according to specific, mutual written instructions from the parties. In other words, escrow is essentially a clearinghouse for the receipt, exchange and distribution of the items needed to transfer or finance real estate. When all conditions are met, a distribution or transfer takes place, the transaction occurs, and the escrow is "closed."





# Buying with *The Agency*

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# THE AGENCY DIFFERENCE



## **WE COLLABORATE**

The way we see it is this: No agent is an island, and no one should go it alone. The Agency's culture of collaboration means you benefit from our strength as a whole. We consistently engage in organized and organic conversations about the industry and its impact on our clients, as well as new listings and other information that directly benefits our buyers and sellers.

## **WE DO THIS FULL-TIME**

Weekend warriors need not apply. We are a team of full-time, committed real estate professionals. We are highly selective about who we bring to the team because every single person is a vital part of the overall vision.

## **WE DO IT ALL**

It's all in our wheelhouse. The Agency offers the engine in-house to cater to all of your real estate needs, whether searching for a home, commercial space for your business, an investment property, a vacation home in Mexico, or a ski chalet for the holidays. Wherever you're going, we can take you there.

## **WE KNOW OUR MARKETS**

We don't just enter a market. We conquer it. In each location, we seek out the very best real estate professionals—the agents who understand the nuances of each neighborhood. Then, we back them up with our vast global reach and resources.



## Real Estate with *Real Numbers*

\$72B+

IN GLOBAL SALES

2X AS PRODUCTIVE

AS THE AVERAGE AGENT

TOP LUXURY BROKERAGE, MOST INNOVATIVE BROKERAGE & MOST INNOVATIVE MARKETING CAMPAIGN

INMAN'S 2022-2024 GOLDEN I AWARDS | INMAN INNOVATOR AWARDS 2024 FINALISTS

7 YEARS

INC. 5000 FASTEST-GROWING  
PRIVATE COMPANIES

#16

REALTRENDS 500 LIST OF  
TOP RESIDENTIAL BROKERAGES

#7

AMONG REALTRENDS TOP 50 FIRMS IN  
AVERAGESALES PRICE BY SIDES AT \$2.5M

7 YEARS

FINANCIAL TIMES: ONE OF THE AMERICAS' FASTEST  
GROWING COMPANIES



# *Our Global Presence*

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We're the industry's leading boutique  
global luxury brokerage.

Our global Rolodex has impressive names and locations, giving us the  
opportunity to support you in your complete journey of property ownership.  
No matter where you are going, we can take you there.

2,500+ AGENTS | 140+ OFFICES

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1 CONNECTED GLOBAL NETWORK

UNITED STATES  
MEXICO  
CANADA  
TURKS & CAICOS  
CAYMAN ISLANDS  
BAHAMAS  
DOMINICAN REPUBLIC  
THE NETHERLANDS  
PORTUGAL  
SPAIN  
PANAMA  
JAMAICA

You have someone in your corner,  
in *every corner* of the world.





A modern interior space featuring a large, light-colored wooden dining table in the foreground. On the wall behind the table, a red boat is mounted as a decorative element. Two large, cylindrical, light-colored pendant lamps hang from the ceiling. Large windows and glass doors provide a view of an outdoor garden area with trees and a wooden deck. The interior walls are a mix of light-colored wood and textured, earthy-toned plaster. The overall atmosphere is warm and minimalist.

# Forms & Disclosures





# Ready to find your dream home?

## WE CAN TAKE YOU THERE.

[TheAgencyRE.com](https://TheAgencyRE.com)



With respect to any real estate brokerage services we provide you as the buyer, you acknowledge that The Agency makes no guarantees, representations or warranties regarding the subject property or your ability to purchase the same. Information you receive from the seller or their agent related to the property may be subject to errors or omissions. The Agency has not and will not verify the accuracy or completeness of any relevant information we or you received or will receive from any source. All information must be independently reviewed and verified by you for accuracy, and you should rely on your own investigation of the property and on such other material facts you deem necessary and prudent to complete the subject transaction. The Agency is not a law or CPA firm and cannot advise you as to any legal rights or obligations, business, or tax consequences of any provision or instrument set forth or prepared in connection with your purchase of a property. If legal or accounting advice is desired, you should consult a qualified California real estate attorney or CPA. The Agency may act as a dual agent if your agent or another agent of The Agency represents the seller.

AN INDEPENDENTLY OWNED AND OPERATED LICENSEE OF UMDA REALTY CORP.