

THE BUYER PROCESS

plan | search | offer | close

THE ART *and* SCIENCE
of REAL ESTATE

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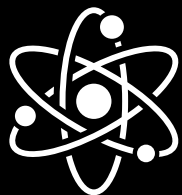
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Lincoln Park: 1950 N. Sedgwick | Lincoln Square: 4553 N. Lincoln

West Loop: 849 W. Monroe | Evanston: 1567 Maple | Edison Park: 7280 W. Devon



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THE PLAN



THE PLAN

- Get to know you and understand exactly what you are looking for
- Determine purchase goals and needs, including budget and timing
- Introduce lender partner and secure mortgage pre-approval, if required
- Understand agency relationships
- Discuss current market condition, become educated regarding recent sales, supply & demand, and market time
- Familiarization with purchase contracts, disclosures and contingencies

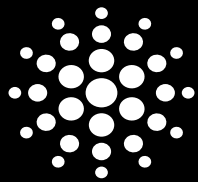


THE SEARCH



THE SEARCH

- Receive MLS search results with daily updates based on purchase goals and objectives
- Review any off-market “pocket listings” forwarded from broker
- Compare all active properties against buyer’s stated objectives
- Eliminate non-relevant properties from showings and tours
- Visit properties
- Compare each property to search goals
- Choose the right home
- Review Competitive Market Analysis (“CMA”) to determine correct pricing for home



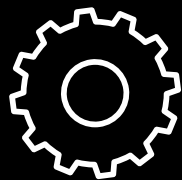
THE OFFER



THE OFFER

I YOU AND YOUR DREAM TOWN BROKER WILL:

- Discuss and agree upon all offer terms for property
- Confirm negotiation strategy
- Develop approach for multiple offer situations, if required
- Present offer to seller via listing broker
- Conduct negotiation orally and via email
- Interview and hire real estate attorney
- Execute the sales contract via electronic signature
- Disseminate executed documents to all relevant parties
- Deliver earnest money
- Work closely with the lender to finalize loan application and meet any mortgage contingency deadlines
- Accompany home inspection
- Participate in attorney review
- Renegotiate any issues raised by the attorneys or inspection
- Monitor all contract deadlines and purchase contingencies



THE CLOSE



THE CLOSE

- Initiate moving process
- Gather moving company and cleaning service referrals
- Schedule utility transfer and mail forwarding via Updater tool
- Prepare for final walk-through of the property
- Attend closing and sign paperwork