

### Communication with Clients,

**Agents and Prospects** – Telephone, fax, email, in-person – I return all contacts promptly. One of the benefits of working with me is personal attention. I care, and you know it.

**Legalities** – There are a pile of legal documents throughout the process and I make sure the right documents are completed correctly at the right time. Missing a clause in a contract or overlooking a deadline is a bad thing, potentially a deal-breaker and lawsuit-maker. It can be avoided when exercising due diligence.

**Expertise and Experience** – Most women do not like to tell their age. I am no exception. However, I didn't go gray overnight and I earned every shade of it. I have worked for dozens of years and learned an assortment of skills that apply to real estate transactions. Personally, I've moved over two dozen times. Since becoming a realtor, I've completed four designations: GRI, ABR, ePRO and CNE. What that means to my clients is that I take learning seriously and am committed to staying on top of my business. If I haven't experienced a particular type of transaction (and they are all different), I work with realtors who have. My clients get the benefit not just of my know-how but that of other Keller Williams agents as well.

**Negotiation** – Buying real property is all about negotiation. A deal that is good for the Buyer and bad for the Seller, or vice-versa, is not a good deal. I am a trained mediator and a trained negotiator – and I put those skills to work as your agent. I don't give away my money foolishly, and I won't give away yours.

**Attention to Details** – Transactions are about details, and I coordinate all of them – all the way through. Offer. Counter Offers. Escrow. Inspections. Appraisals. Pre- and Post-Possession Issues. The whole nine yards. I am committed to attending to each detail from initial consultation to signed offer through close.

**Cost of Buyer Services** -- Buyer services are usually paid at close of escrow by the Seller as part of their selling cost. The percentage for having brought a Buyer varies but is often set at three percent of the sales price, more or less. Of that amount, my company gets a third, a third covers the cost of doing business, and I get the rest.

**SARAH SHEW**  
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Making Good Things  
Happen for Good  
People

## Buyer Services

By  
**The SHEW TEAM**  
**Sarah Shew and Bob**



## SARAH SHEW

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## Buyer Services by The SHEW TEAM



**Sarah Shew and Bob her dog**

I love Buyers. I love first-time Buyers and I love seasoned Buyers. I even love Investors! It is great fun searching for just the right property. And before the search begins, there are pointed questions – questions for a Buyer by their funding source. So, before getting very far into a Buyer's search criteria, we must find out what the Buyer is qualified to purchase.

**Qualifying Buyers** - I work with honest, hard-working finance people who know about a variety of loan programs. Unless a Buyer already has funding lined up, either cash or a statement from a Lender as to what type and amount of loan they are committed to, I'll recommend that they contact a Lender. Often prequalification information can be determined with a short telephone call between a Lender and a Buyer. Once the Buyer knows not only the amount of a loan that they qualify for but also how much that loan will cost, then we get started.

**Information about the process** – The buying process can be intimidating, especially when you consider that a home purchase is often an individual's largest asset. I ask questions about what a Buyer already knows about the process. Then I'll provide the Buyer with information about the process in writing, discussion at initial consultation and throughout the process, and answer questions as needed.

**Buyer Responsibilities** – I expect my Buyer clients to take responsibility to become fully informed about the buying process. I provide the buyer with a Buyer Advisory form which is designed to educate about the complexities of the process. I offer all of the resources at my disposal along with my commitment to making the experience positive. The Buyer is responsible for being completely honest and forthright throughout, asking questions in order to be fully informed, and committed to working with me to the end. If, once the cost of home ownership becomes clear, the Buyer decides that this is not the right time to buy, that's okay. There is always another day. What is *not* okay is to be unrealistic about the ability to buy and too timid to walk away.

**Market Information** – While I have no control over the market, and neither do you, I educate my clients as to what has sold recently and for how much, what sales are pending, what the active listings are and how long it is taking for properties to sell. This is important information to have when shopping for property and determining its current worth.

**Listen, then Look** – This is a big part of my job. I will prompt a Buyer by asking some questions, and then I listen to what I'm told – really listen. If I do it right, I will follow

up with more questions in order to make our search as efficient and effective as possible. Once we've nailed down the Buyer's detailed search criteria, we will look on line. Once we narrow the on-line search, then comes previewing (by me) and then the on-site shopping begins.

**Open Houses** – I encourage my Buyer clients to visit open houses, and I prefer to accompany them. If they should visit a house when I am not with them, it is the Buyer's responsibility to inform the agent holding the house open that they are working with me and to give my card to that agent.

**Staging** – Houses are generally more appealing to Buyers when they have been staged and have their best foot forward, so to speak. I will help the Buyer look past the staging to visualize it empty and again as it would appear with a Buyer's own decorating touches.

**Finding the Right One for You** – I won't knowingly show properties to a Buyer that don't meet his criteria – it is not fair to the Seller or to the Buyer, and it wastes my time. If we're realistic on market conditions and ability to buy and we've found the right neighborhood, finding two or three potential properties won't take long. Once we've found them, I'll provide the Buyer with all the information I can in order to make an informed decision – and remind him to review the Buyer Advisory form and take all steps necessary to make sure that this property fills the bill.