



Purchasing A Home With A Keller Williams Professional

A comprehensive guide to the home buying process



Presented by: **Adi Chinoy**

Sales Representative



Ottawa Real Estate Solutions

My Commitment to You!

To help you find:

- The kind, type, and design of home you desire
- In the location of your choice
- At a price you can afford

I Can Get Results Because:

- I care about you and want you to be happy
- I am a well trained Real Estate professional
- I know the city and have strong team support





Ottawa Real Estate Solutions

My Commitment to You!

- To Sell Your Home Fast
- For Top Dollar
- With the least amount of trouble

I Can Get Results Because:

- Extensive Marketing and Advertising
- Leading Edge Technology
- Specialized Knowledge





Ottawa Real Estate Solutions

I believe in a simple philosophy: knowledgeable clients make the best clients. I will keep you informed. I believe that my clients should benefit from my commitment to stay current with market trends and information that I have access to via the Real Estate profession.

My commitment to you, is that I will share information with you.

My investment in learning and knowledge is significant - and I will continually share it with all my clients.



The Keller Williams Advantage

Not All Brokerages Are Equal. There is a difference.

Keller Williams Solid Rock Realty is among the top brokerages in Ottawa, with impressive number of sales representatives, that work closely as a Team

Buyers report that they are more satisfied and received exceptional service throughout the process of buying their home from their KW sales representative!



Consultant vs. Agent

Consultant (Fiduciary)

- Advises and consults
- Educates and Guides
- Involved in decision process
- Uses judgment and experience
- Irreplaceable
- Highly compensated

Agent (Functionary)

- Delivers Information
- Tells and Sells
- Stays out of process
- Follows the rules and procedures
- Replaceable
- Of minimal Value



The Home Buying System

1. Who represents you?
2. How much house can you afford?
3. What type of home and location are you looking for?
4. How to coordinate viewing properties?
5. Preparing and presenting the offer
6. The Buyer Agreement



Agency Who Represents You?

Seller Agent

- Works for the Sellers best interests
- Agency relationship created by a Listing Agreement

Dual Agency (When selling my or my company Listing)

- Represents both Buyer and Seller
- Agent facilitates the transaction to the wishes and benefits of both parties

Buyer Agent

- Works for your best interests
- Agency relationship created by a Buyer Agency Agreement



Agency Representation (Differences)

	Buyer Customer	Buyer Client
➤ Advice on negotiation strategy	_____	_____ X _____
➤ Negotiate the best possible price	_____	_____ X _____
➤ Offer personal opinion of value on properties which have sold or ones you are interested in purchasing	_____	_____ X _____
➤ Inform you as to selling motivation that may improve your negotiating position	_____	_____ X _____
➤ Protect your interests at all times	_____	_____ X _____
➤ Treat all information confidentially	_____	_____ X _____



“Your Agent Matters!”

Name: Adi Chinoy

- **I am a resident of Ottawa with intimate knowledge of the city.**
- **I care about you and have the insight and ability to understand and ease your anxieties and concerns.**
- **I will assist you in every aspect of purchasing your home. For example:**
 - **fully understand your needs and desires about the type of home and location.**
 - **Help you with legal, mortgage financing, home inspection, making the offer, closing date and closing, moving and your relocation.**
- **I am a seasoned sales and marketing expert with 47 years of experience**
- **Customer satisfaction my #1 priority. I want to build enduring relationships to EARN your future referrals**





How Much House Can You Afford?

How much do you feel comfortable spending?

Home Loan Pre-Approval Benefits

1. You know exactly how much home you can afford
2. You get the best financing
3. You can make a stronger offer!



What Type of Home and Neighborhood are you looking for?

- The Buyer Profile
- Wants and Needs Analysis
- The MLS Map
- MLX email Notification



Viewing Properties

1. Please always call me for information and appointments. Please do not call the seller or the listing agent directly.
2. Give me the details available i.e. address, MLS #, etc. and I'll get the information quickly.
3. When visiting an Open House, leave one of my business cards and/or sign in as working with me.
4. If interested in a new home development, it is important that I register you first before you visit the site.
5. In most instances, I will take you myself. I find this greatly enhances the home buying experience for you.



How I get Paid

Because the Seller or Builder pays my fees,
you don't pay me for my services!

1. MLS Property Listed (Preset)
2. New Home Builders (Preset)
3. For Sale By Owners (Negotiated)



When you find the home you want..... I will:

1. Analyze the selling circumstances and comparable sales and recommend an offer strategy.
2. Prepare an offer with you that meets your needs.
3. Present the offer on your behalf to the seller or the seller's agent
4. Negotiate all the terms and conditions of the offer in your best interest.



Preparing and Presenting the Offer

- The Standard Ontario Real Estate Association Agreement of Purchase and Sale
- The Clauses we will be adding
- Presenting and countering the Offer
- The Deposit



Let's Get Started!

1. Working with a Realtor
2. The Buyer Agency Agreement
3. Buyer Interview Questionnaire