



MARKETING BUYER / CONSULTATION



The Lyons' Team

Houston Office

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About The Lyons' Team

- #1 Top Producing & Selling Agent in Keller Williams GNW
- Top Selling and Marketing Agent (KW-GNW) 2003 – Current
- Texas Real Estate Executive Magazine Cover- Nov. 2009
- Regional Top Listing and Selling Agent 2006 - 2009
- #1 Top Listing Agent in Keller Williams – GNW 2009
- #1 Selling Agent /Unit(s) for Keller Williams Texas South Region
- Sold Assets For CHASE Bank, COMERICA Bank
- Sold All Unit(s) on an average 98% to Asking Price
- Homes listed at Suggested Price were sold within 60 days
- Sold – Out New Construction Homes For Reputable Builder.
- Excellence In Real Estate Marketing and Training.
- Honored by NRG as -Top 20 under 40 rising star in real estate.
- Builders include: Royce Homes (in 3 states), Supreme Homes, Waterhill Custom Homes, Trinity Signature Homes, Wall Homes and Future Accounts.



Jenna Devers
Buyers Agent



Terri Lyons
Broker Associate



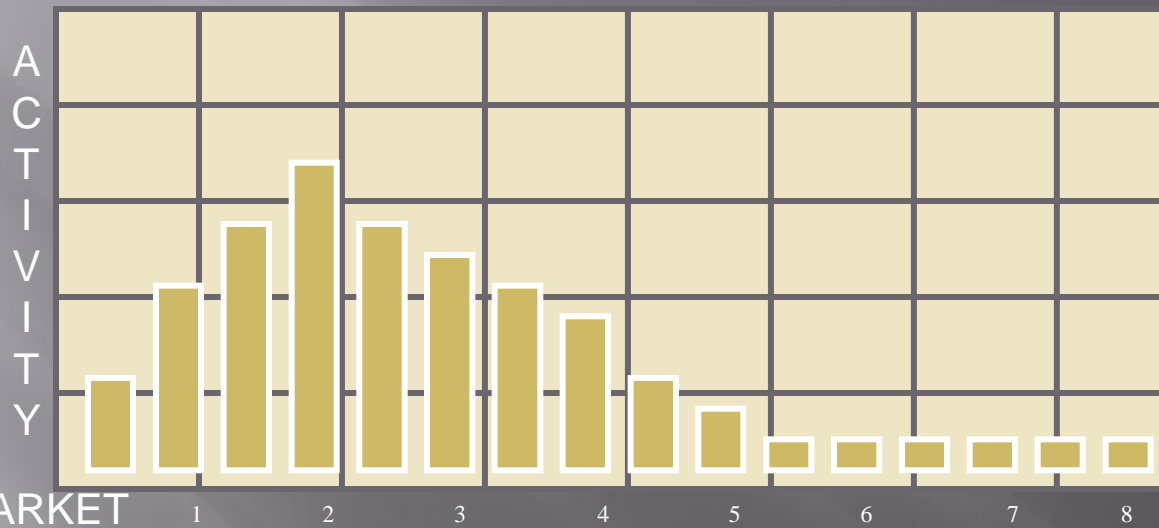
Buyers Agent Consultation Plan

The Lyons' Team Respective Duties

- Provide a list of reputable providers, lenders, title companies for Buyer to choose from.
- Never assume – confirm Buyer's wants, needs and must haves for their new home.
- Research listing in Houston MLS & National Relocation Guide
(including 50+ additional websites)
- Review all options to find the best fit at the best price.
- Begin the showing process.
- Prepare Competitive Market Appraisal Pricing Guidance.
- Educated in the most current real estate contract changes and forms – prepare the best offer to present Seller.
- Provide estimate of funds needed for closing.
- Review contracts and represent you in negotiations.
- Communicate the contract timeline and keep Buyer informed of any changes.
- Communicate effectively on getting loan closed quickly.



Selling Price Vs. Timing



WEEKS ON MARKET

- Timing is extremely important in the real estate market.
- A property attracts the most activity from the real estate community and potential buyers when it is first listed.
- It has the greatest opportunity to sell when it is new on the market.
- Conversely, homes that have been sitting on the market longer may have more room to negotiate.



Key Objectives

- **PRICING...** according to the market value.
- **TIMING...** once a decision has been made that this is the house – make your best offer as quickly as possible to ensure the seller will have the opportunity to review.
- **CONVENIENCE...** Allowing The Lyons' Team to conduct your home search, negotiate the best contract, walk the contract through closing with the least amount of inconvenience for you. Having your own Personal Home Buyer work for you.
- **SETTING EXPECTATIONS...** prequalify Buyer before starting the showing process allows Buyer to look in their comfort range with the assurance when they find the home of their dreams – it fits their budget.



The Lyons' Team Culture

Win-Win — or no deal

Integrity — do the right thing

Commitment — in all things

Communication — seek first to understand

Creativity — ideas before results

Customers — always come first

Teamwork — together everyone achieves more

Trust — starts with honesty

Success — results through people



Pricing Misconceptions

It is very important to make your best offer first in this competitive market as the Seller will more than likely have multiple offers. Historically, our first offer is usually your best offer.

Buyers & Sellers Determine Value

The value of your property is determined by what a **BUYER** is willing to pay and a **SELLER** is willing to accept in today's market. Buyers make their pricing decision based on comparing your property to other property SOLD in each area.



FINANCIING OPTIONS



- FHA
- VA
- CONVENTIONAL
- CREDIT ISSUES
- CREDIT REPAIR

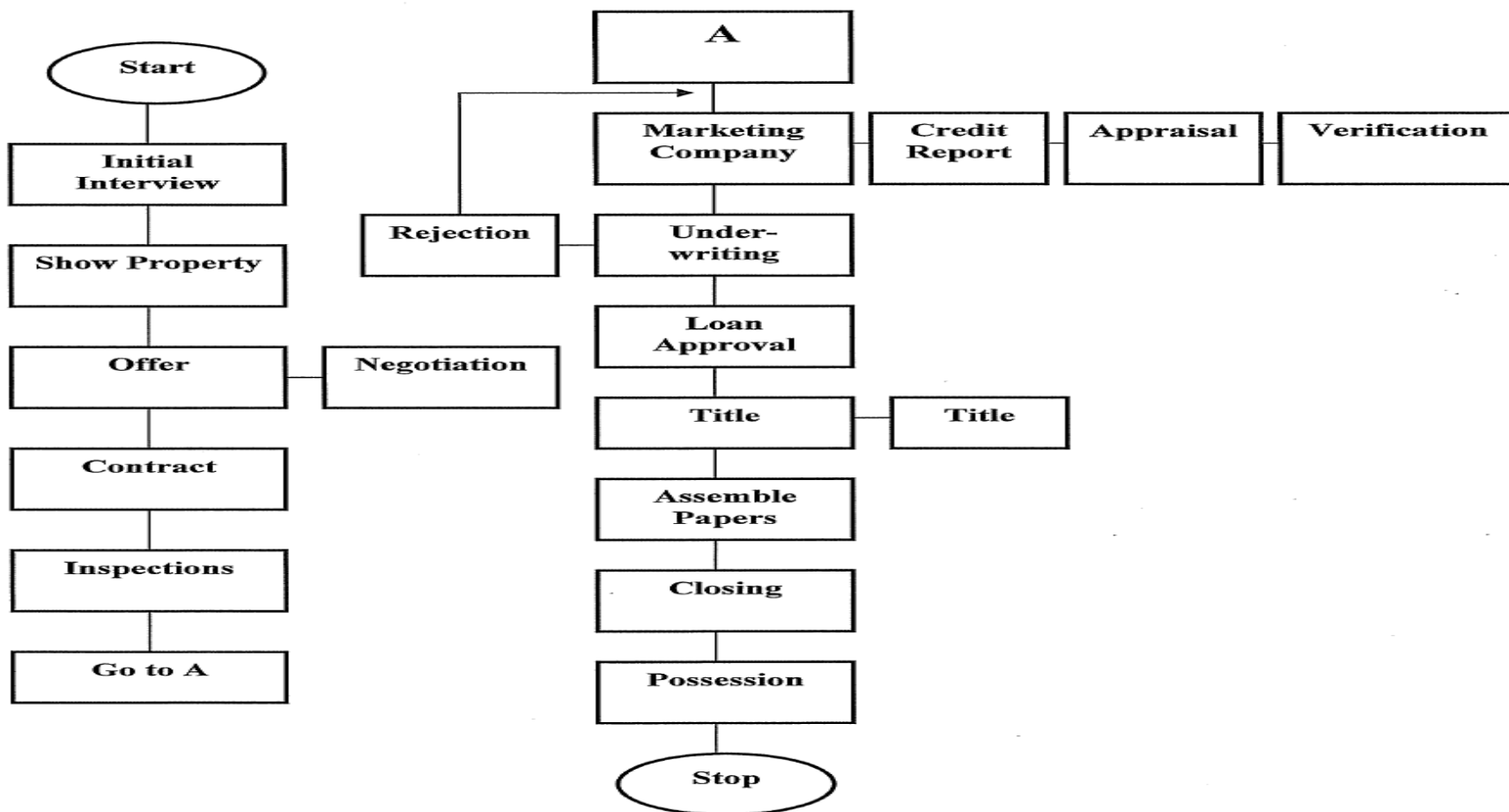
HOUSING OPTIONS



- NEW CONSTRUCTION
- CONDOMINIUM
- TOWNHOME
- FORECLOSURE
- SINGLE FAMILY



STEPS IN THE HOME BUYING PROCESS





No matter if it's your first house...



Making room for a new addition...



Finding the home to play with your Grandchildren in...



Upsizing...

THE LYONS' TEAM ARE THE EXPERTS THAT MAKE YOUR BUYING EXPERIENCE EFFORTLESS...



Moving to the area...



Just starting out...



Why do I need a Buyers Agent? What will they do for me?

- Represent you and your best interests, not the sellers
- Help you create a plan based on your wants and needs to find you the perfect home
- Negotiate the best price possible since they aren't working for the seller
- Using the criteria you provide, they search all possible listings and properties
- With their experience they can point out the strengths and weaknesses of each property
- Give you the truth about a properties value, not its perceived value in the eyes of the seller or listing agent
- Help guide you through home inspections, sewer scopes and repair negotiations
- Submit offers promptly and professionally
- Provide honest, complete financial information about the neighborhood & how this can affect your future
- Respond honestly and accurately to your questions
- Refer you to a lender that specializes in first time home buyers to find the most favorable loan for your particular situation
- Review HUD-1 settlement statement for accuracy
- Most importantly they keep your personal information private from the seller and other agents, something listing agents are obligated NOT TO DO!



Check List When Hiring Exceptional Buyers Agent

1. Choosing the right Buyer's Agent may be your most important home buying decision. An exceptional Agent doesn't cost any more than a mediocre one!
2. Don't choose a Buyer's Agent just because you know them. What you need to know is that they are exceptional.
3. Remember, a mediocre Buyer's Agent can cost you a lot of money, but an exceptional one doesn't cost you anything!
4. Look for commitment . If they don't work full time as a Buyers Agent – how much are they going to commit to you?
5. Team Effort! Just like in sports the stronger your team the greater your success. Buying a home gets more complicated every year. A typical home purchase involves an average of 19 other professionals or services!

With the Lyons' Team you are guaranteed a professional team who:

- Listens to your needs
- Finds what you want at the price that fits your budget
- Present a list of qualified, experienced and top tier professional and service providers for YOU to choose throughout the home buying process
- Keeps you informed through every step of the process
- Provides an in house team of Exceptional Agents and support staff who will negotiate, advise and represent YOUR interests above all others.



3 Rules From The Home Buying Guide

Rule #1 – Buy Neighborhood over House. The old adage “What are the three most important things in real estate? Location, location, location” is very true, but it’s been said so many times that people don’t think about it, so we changed it up a bit. Always, find the best neighborhood you can, even if it means buying less of a house. You can improve the house, but it is nearly impossible to fix major problem in a neighborhood.

Rule #2 – Hire a Great Team. Buying a new home (new to you, anyway) gets more complicated all the time. If you don’t have the best advisors in place, you’ll run into endless problems. Luckily, one good professional can lead you to others so the task gets easier and easier.

Rule #3 – Imagine Selling the Home. When you get close to choosing a home, take yourself forward in time to when you’ll eventually be selling the home. What things will you have to “apologize for” when you go to sell it? If the home has problems now, can you fix them over time so they won’t be problems when you go to sell the home?