



BUYERS EXPERIENCE



**THE  
DA SILVA  
TEAM**

T U R N I N G   H O U S E S   I N T O   H O M E S

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IT'S NOT ABOUT US.

# It's about you.

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BUT LET OUR RESULTS SPEAK FOR THEMSELVES....



OVER 100 CLIENTS HELPED EVERY YEAR

TOP 10 TEAMS IN KELLER WILLIAMS NORTHERN NEW JERSEY

WE SAVE OUR BUYERS MORE THAN OTHER AGENTS

#1 REAL ESTATE COMPANY WORLDWIDE

WE CLOSE 90% MORE HOMES THAN OTHER AGENTS IN OUR AREA

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2019-2020 STATS

# TOP 8 REASONS TO BUY WITH THE DA SILVA TEAM

Over 55,000 agents are serving New Jersey Through our local boards. As a buyer, you have a plethora of options when it comes to selecting an agent to represent you through the buying process. So, that begs the question, why choose The Da Silva team?

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## WE KNOW THE MARKET

Our team of agents all love real estate, love where we live and know our cities and communities well. We were born and raised here! We eat, sleep and breathe real estate so, it's our mandate to ensure that you're educated and informed on real estate trends throughout your buying experience.

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## YOU DESERVE THE TRUTH

Your happiness is our priority and we intend to earn (and keep) your trust through the entire purchase process. We will keep you informed at all times. When our professional opinion is warranted, you can trust that we will provide it. We will not only keep you updated on current market conditions or changes, we will provide honest feedback on a particular property or neighborhood. This will ensure you're well equipped when it comes to making your final purchase decision.

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## YOU'LL NEVER HAVE TO WAIT ON US

We aren't just 9 to 5pm - call, text or email us anytime. Our goal is to ensure you get timely responses, always. While we might not always have the answer at our fingertips, we will let you know that we're on it and will be getting back to you right away.

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## IT'S FREE

There is no cost to you in working with The J Alexander Group to buy your home or condo. When you buy a home, we are compensated by the Sellers.

## WE'LL GET YOU THE BEST PRICE

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We love negotiating and our track record proves that we are successful in getting our clients the best price and value possible. That's our goal, all the time. Our focus is on your experience, which we know will create future opportunities for us to work for you and earn your referral business. Your savings today equals a longer-term reward for us down the road.

## YOU HAVE A TEAM AT YOUR FINGERTIPS

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Our team of experienced sales, administrative, marketing and client care representatives are all committed to you. From your pre-approval and search process to your accepted offer and moving day (plus everything in between), Our team is dedicated to working hard for you. It doesn't stop there; we also work with an extensive network of service partners that are devoted to our clients and operated at the same.

## WE'RE TECH – SAVY AND PAPERLESS

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We use only the best tools and technology to assist with your search process and manage your purchase transition. We can automate everything - you won't have to print or scan a single thing. Our buyers get instant property search updates and access to listings. Through our paperless systems, our buyers can complete agreements in minutes from anywhere and on any device.

## YOU'LL HAVE AN EXPERIENCE WORTH TALKING ABOUT

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Our job is to help ensure that this process is as easy and seamless as possible for you. We know it can be stressful, but with our help, it can also be really great too. We will do everything we can to make your experience a positive one. Over 75% of our business is referral base. That means our clients have had great experience and recommend us or keep coming back. Our goal is to make sure you feel the exact same way.



# Steps of the Buying Process

1

## MORTGAGE PRE-APPROVAL

Before you start looking for a home, you need to know how much you can spend. Getting your mortgage pre-approval is the very first step in the process! It will strengthen your position when you're ready to submit an offer and help you focus on opportunities in your price range.

Consult with your bank and a mortgage specialist (we encourage you to get a second opinion!) They will look at your current financial situation and pre-approve you for a mortgage. If you don't have someone to help you with this process, we'd be happy to introduce you to one of our partners. Be sure to get your pre-approval in writing. It will typically be valid for 120 days.

2

## COSTS TO BE AWARE OF

It's imperative that you know the costs to be aware of when buying a home because they can add up quickly (on top of your purchase price.) But don't worry! Our job is to make sure you are informed and prepared, so we've broken down the common costs in detail for you here:

3

## CREATE YOUR WISH LIST

One of the responsibilities of your Agent is to ask you all the right questions that will help you create your home wish list.

There are a lot of factors to consider but start with the main ones first:



Home, Condo or Investment



Price



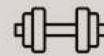
Lifestyle



Location



Parking



Amenities



Bedrooms



Bathrooms

4

## THE SEARCH PROCESS

We can't wait to invite you to join Collaborate, the latest and best online property search tool that gives you direct access to the same MLS system used by Realtors. You can search in real time on any device. It allows you to easily communicate with your JAG Agent by making comments on a listing or requesting showings.

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## PREVIEWING PROPERTIES

One of the responsibilities of your Agent is to ask you all the right questions that will help you create your home wish list.

There are a lot of factors to consider but start with the main ones first:

6

## MAKING AN OFFER

In today's real estate market, when you find a home you love, you might have to decide quickly if you want to submit an offer. A lot of properties are selling with multiple offers (bidding wars where there is more than one offer on the same property). Your Agent will explain this process in more detail as well as help set expectations with you based on the properties you preview. When you submit an offer (Agreement of Purchase and Sale), the main components for you to consider include:

- Offer Price
- Earnest Money Deposit - This is typically 5% (or more) of the purchase price and is payable by cashiers check or wire transfer to Title/Closing company. The deposit is usually due within 1-3 days of acceptance of the offer.
- Closing Date - This is the date that you pay and take title (ownership) of the property.
- Inclusion & Exclusions - When submitting an offer, your Agent will list items you wish to include or exclude from your purchase.
- Terms and Conditions - A condition is a clause the buyer needs to waive or fulfill by an agreed time in order for a sale to be finalized. The most common conditions are: financing, inspection, appraisal, HOA approval. Often in a hot market or in a multiple offer situation it's common practice to submit offers with no conditions. Your Agent will advise on all the necessary clauses and terms to include in your offer to protect you through the purchase process.
- Clauses - Your Agent will advise on all the necessary clauses and terms to include in your offer to protect you through the purchase process.

7

## CLOSING YOUR PROPERTY PURCHASE

Once your offer has been successfully negotiated and accepted by all parties, you now have either a conditional or firm sale. Once firm (conditions have been fulfilled according to the agreement), your sale remains pending until Closing/Completion Date. A Title Company is required to facilitate the closing of your property. If you do not have a preferred Title Company, we will be pleased to recommend one of our partners to you.

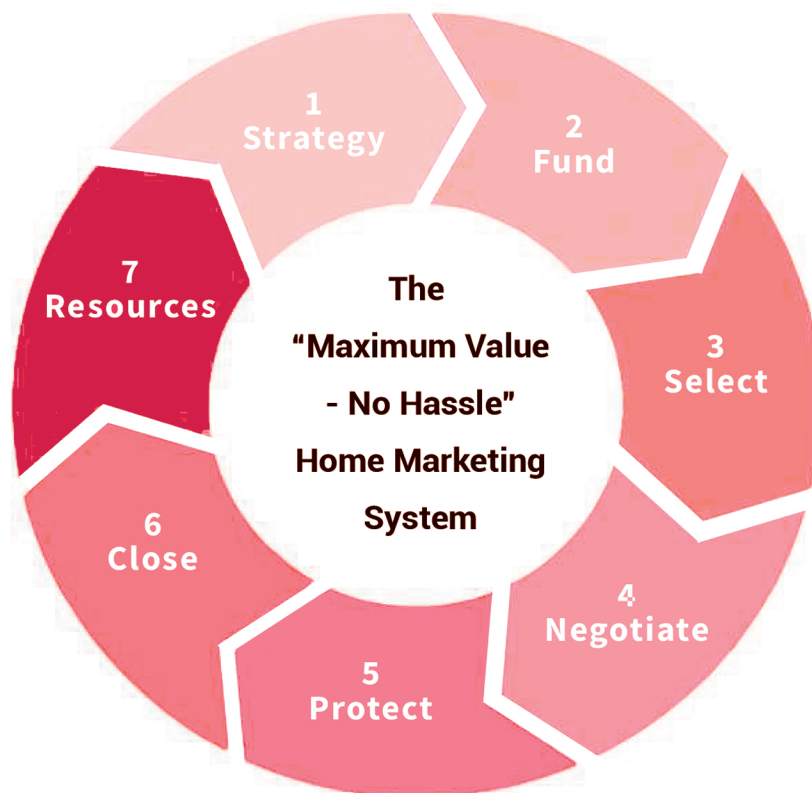
We recommend that you contact a Title Company a minimum of 3-4 weeks before your closing date to ensure that everything is in order and to confirm a date and time to sign all paperwork, when to collect the keys for your new home, etc.

# 7-STEP HOME BUYING STRATEGY

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**WE LOOK OUT FOR 80 DIFFERENT VARIABLES INVOLVED**

- 1) EXPERT ADVICE TO SETTING YOUR STRATEGY
- 2) FUNDING YOUR DREAM
- 3) SELECTING YOUR HOME
- 4) NEGOTIATING YOUR TERMS
- 5) PROTECTING YOUR HOME
- 6) CLOSING ON YOUR HOME
- 7) YOUR LIFETIME RESOURCE





# #1 - EXPERT ADVICE FOR SETTING YOUR STRATEGY

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## MARKET INTELLIGENCE

- Economic indicators
- Trends analysis
- Interest rates
- Loan programs & qualifications
- Real estate cycles
- Seasonal advantages
- Local market conditions
- National market conditions
- Inventory of vacant homes
- Rental housing vacancy rates
- Builder confidence
- Shadow inventory
- Inventory fluctuation
- Rent vs. buy trends
- Market stability
- Knowledge of co-op agents negotiation strategy
- Knowledge of mortgage options
- Knowledge of appreciation rates
- Knowledge of inventory

## SMART HOME BUYING STRATEGY

- Determine timing & motivation
- Evaluate needs & wants
- Out-of-pocket expenses
- Financing needs & pre-approval
- Neighborhood & lifestyle
- Quality of life
- Set expectations according to market
- Customized plan



# #2 - FUNDING YOUR DREAM

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## TRUSTED LENDERS

- Best rate & terms
- Easy access & communication
- Close on time
- No surprises
- Over deliver vs. Over promise
- Get documents on time to the closing attorney

## YOUR HOME AS AN INVESTMENT

- Mistakes that cause you to overpay for your home
- Mistakes that cause you to overpay for your loan
- How to accelerate your equity and build wealth with your home purchase
- Why choosing the right lender makes all the difference
- Equity buyer vs. emotional buyer

## DECISIONS ON COST

- 15-year vs. 30-year mortgage
- Long-term hold
- Short-term hold
- Buy first or sell first
- Rental property
- 13th payment



# MORTGAGE PRE-APPROVAL

## HOW MUCH CAN YOU AFFORD?

- The down payment
- The interest rate
- Your debt-to-income ratio
- The closing costs associated with the transaction

### DOWN PAYMENT REQUIREMENTS

LOAN TYPE	DOWN PAYMENT	DETAILS
CONVENTIONAL ** NEW ** 97% LTV	3%	You can put as little as 3% down or as much as you want. A+ credit to qualify. Put less than 20% down, you will have to pay monthly mortgage insurance.
CONVENTIONAL **TRADITIONAL**	5%	You can put as little as 5% down and as much as you want. A-B credit to qualify. Put less than 20% down, you will have to pay monthly mortgage insurance.
FHA	3.5%	Government insured loan. First-time homebuyer loan. You are required to only put down 3.5%. Debt-to-income is more flexible. Lifetime monthly mortgage insurance.
VA	0%	Special program for military buyers that allows them to put 0% down to buy a home. No monthly mortgage insurance.
FHA 203K	3.5%	A special product that allows you to wrap into your mortgage the costs of repairs or improvements to the home you buy.
CONTRACT FOR DEED	10%	An ideal program for those without qualifying credit scores. Interest rates are slightly higher but it allows for home ownership to those who would otherwise have to rent.

## CLOSING COSTS

You will be required to pay fees for loan processing and other closing costs. These fees must be paid in full at the closing, unless you are able to include them in your financing. Typically, total closing costs will range between 4-6% of your mortgage amount.

### EXAMPLES OF CLOSING COSTS (\$315,000 PURCHASE)

Prepaid HOA Fees (when applicable) - (\$390)	Title Lender's Insurance - (\$1,850) <b>Broward Only</b>
Prepaid County Taxes - (\$3,000)	Title Closing Fee - (\$750)
Prepaid Interest on Mortgage - (\$925) <b>10/4 - 11/1</b>	Title & Lien Search - (\$300)
Processing Fee - (\$745)	Recording Deed - (\$190)
Underwriting Fee - (\$895)	Mortgage Stamps & Intangible Taxes - (\$1,397)
Appraisal - (\$485)	Prepaid Homowner's Insurance - (\$1,400) <b>12 months</b>
Survey - (\$395)	Loan Origination Fee



# #3 - SELECTING YOUR HOME

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## SHOWINGS

- Select homes of interest
- View your favorites
- Proactively suggest listings that match your needs

## RIGHT PRICE - RIGHT HOME

- Property Type (condo, townhome, single family, multi-unit, investment)
- Preferred subdivisions
- Price range
- Year built (age of home)
- Bedroom/bathroom
- Garage
- Square footage
- Landscape / lot preference
- Floor plan
- Amenities
- ADA disability features
- Appliances

## LIFESTYLE & NEIGHBORHOOD

- School rankings
- Crime level
- Demographics
- Planned community
- Parks & recreation
- Privacy of neighborhood/gated community
- Location of home in neighborhood
- Proximity to: work, restaurants, recreation, public transportation, major roads, entertainment, etc.

## MANAGING RISK

- Foreclosures / bank owned
- Short Sales
- Vacant homes
- City inspections

# #4 - NEGOTIATING YOUR TERMS

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## POSITION OF STRENGTH

- Pre-approval in hand
- Type of financing
- Negotiating with listing agent
- Comparable sales to support offer
- Seller's purchase price per tax records
- Property tax assessment review
- Walk away leverage

## MULTIPLE OFFER STRATEGY

- "Dear Seller" letter
- Zero repair allowance
- Increased earnest money
- Escalation Language
- Closing date

## SELLER CONCESSIONS & OFFER DETAILS

- Seller contribution to buyer's closing costs
- Home warranty
- Inspection repair costs
- Closing date
- Discount/buy-down points
- Ancillary closing costs
- Title policy
- 60 days no payments
- Contract acceptance
- Time line
- Property inspection time line
- Negotiate repairs



# MAKING AN OFFER

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ONCE WE'VE FOUND THE HOME YOU WISH TO PURCHASE, YOU'LL NEED TO DETERMINE WHAT OFFER YOU ARE WILLING TO MAKE ON THE HOME. AFTER ALL, YOU ARE THE ONE MAKING THE PAYMENTS!

## OFFER TERMS

- Sales price
- Comparative market analysis (comps)
- Earnest money
- Financing terms
- Inspection period
- Closing date
- Personal property
- Other applicable addendum
- Seller contribution to YOUR closing costs (if requested)

## A NOTE ABOUT MULTIPLE OFFERS

It is important to remember that the more competition there is for the home, the higher the offer will have to be, sometimes even exceeding the asking price. Remember, be realistic, but it all comes down to market value and solid comparable sales. Make offers you want the other party to sign!



# #5 - PROTECTING YOUR HOME

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## HOME INSPECTION

- Eliminate potential surprises
- Preemptive negotiation strategy
- Identify potential “deal killers”
- Walk-away leverage

## HOME WARRANTY

- Cover the mechanical systems and major appliances in the home for a year
- Can save buyer thousands of dollars
- Can be paid for by the seller
- Can renew after the first year is up

## LIFESTYLE AND AMENITIES

- Drive time
- Location of hospitals, restaurants, schools, gyms

## FUTURE HOME MAINTENANCE COSTS

- Heating and cooling costs
- Age of appliances
- Utility costs
- Home owners association dues
- Lawn/landscape maintenance

# INSPECTIONS

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## HOME INSPECTIONS

If you are purchasing a resale property, we highly recommend that you have a professional home inspector conduct a thorough inspection. Our inspector is exceedingly thorough and detailed so as to minimize surprises for you. However, the inspection is not meant to be used to low ball the seller post-price negotiations, as all existing homes have minor imperfections.

The inspection is intended to report on major damage or serious problems that require repair. Your home cannot "pass or fail" an inspection. The inspector's job is to make you aware of repairs that are recommended or necessary.

### THE INSPECTION WILL INCLUDE THE FOLLOWING

- Appliances
- Plumbing
- Electrical
- Heating & Air Conditioning
- Roof & Attic (if accessible)
- Foundation
- General Structure

#### COMMON PRICES FOR HOME INSPECTION

1500 sqft and less.....	\$350
1500-2000 sqft .....	\$400
2000-2500 sqft .....	\$450
2500-3000 sqft .....	\$500
3000+ sqft.....	(Call for pricing)

4-Point Insurance Inspection..	\$150
Wind Mitigation.....	\$130
Termite Inspection .....	\$70

The seller may be willing to negotiate completion of repairs, or you may decide that the home will take too much work and money and rescind the offer during the inspection period.

Your inspection is a contingency to the purchase agreement and needs to be completed and repairs negotiated within the due diligence date on the purchase agreement; usually a 10-15 day period.

# #6 - CLOSING ON YOUR HOME

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## HOME OWNER'S INSURANCE

- Highly competitive rates
- Impacts your monthly payment

## TITLE COMPANY CLOSING ATTORNEY

- Quality management of process
- Manage all parties in transaction
- Leverage for getting problems resolved
- Closing on time
- Protecting your interests
- Transferring ownership of property to you

## THE FINAL DETAILS

- All documents to lender in timely manner
- Appraisal
- Lender repairs where applicable
- Closing & settlement review
- Potential deal killers
- Transfer of utilities
- Moving into your new home

**NOTE: BUYER'S AGENT COMMISSION  
IS PAID AT CLOSING ONCE WE FIND YOU  
THE RIGHT HOME. OUR WIN IS YOUR WIN!**



# WHAT TO EXPECT AT CLOSING

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## WHO WILL BE THERE?

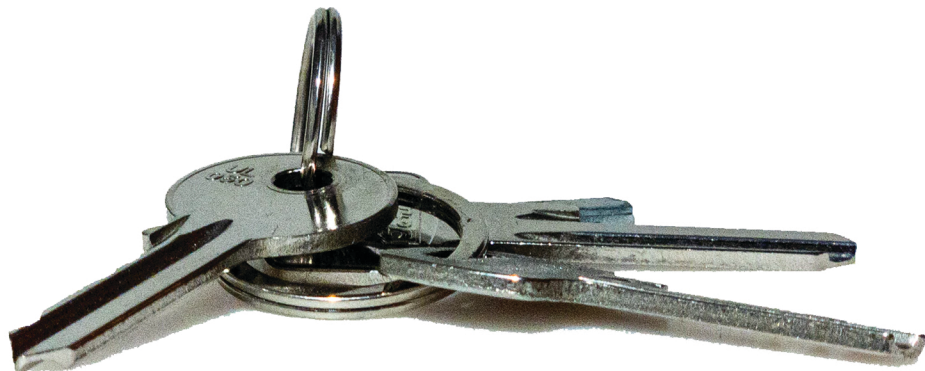
- You, the buyer(s)
- Seller(s) (if they didn't already pre-sign the documents)
- Closing attorney/title agent - the party representing the title company and responsible for ensuring the title is transferred to you
- Occasionally, your mortgage officer

## WHAT WILL YOU NEED?

- Bring valid government-issued photo ID and a second form of ID showing your name
- Bring a cashier's check for your cash to close if money wasn't previously wired (your mortgage officer will tell you the amount prior to closing)

## WHAT IS EXPECTED FROM YOU AT THE CLOSING?

If financing the property, your lender will require you to sign a document, called a Promissory Note, as evidence that you are personally responsible for repaying the loan. You will also sign all title and deed documents putting you as the official homeowner!





# #7 - YOUR LIFETIME RESOURCE

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## ON-GOING REAL ESTATE SUPPORT

- Post closing questions
- Updated market information
- Helping your friends and family

## TRUSTED CONTRACTORS

- Handymen
- Cleaning companies
- Carpet cleaning
- Exterior maintenance
- Painting & remodeling
- Windows/Decks/Pool
- Landscaping
- Plumbers
- Electricians
- Roofers

## RAVING FAN CLUB

- Parties
- Holiday give-aways (ex. Thanksgiving Pie, Movie Night, Promotional Events)
- Helpful videos
- Market snapshot
- Coupons
- Quarterly giveaways
- Moving boxes



# WHY THE DA SILVA TEAM?

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## **ONE TEAM, ONE PLAN, ONE PURPOSE:**

### **THE ULTIMATE REAL ESTATE EXPERIENCE**

- Go above and beyond
- Do what we say we will do
- Deliver prompt communication
- Build and maintain relationships
- Always solutions, never problems
- Deliver high performance and positive results

## **ARE YOU LOOKING FOR HIGH PERFORMANCE?**

- Continually increase yearly home sales (see graph)
- Invest in professional development and skills training
- Obtain specific certifications for working with buyers
- Seek continuing education classes
- Present a buyer agency disclosure in writing
- Set your home buying strategy
- Full-time Transaction Coordinator
- Team of Expert Buyer Agents
- Proactive listing suggestions
- Respond promptly
- Available 7 days/week
- Weekly Team Meetings
- Weekly Sales Training

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Each office is independently owned and operated.