BUYER'S GUIDE

PURCHASING IN THE CURRENT MARKET

Trusted by Generations

About The Brokerage

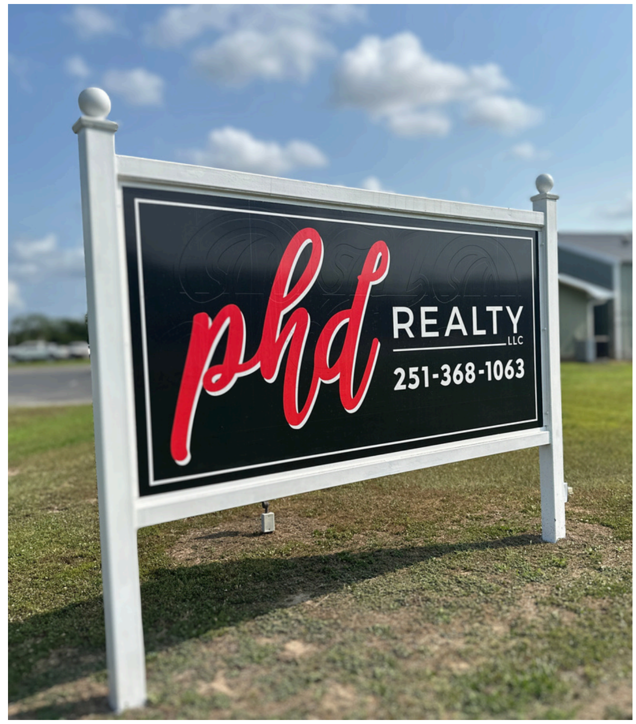
At PHD Realty, LLC., our philosophy is simple: clients come first. We're dedicated to working tirelessly for you, whether you're listing a cozy cottage, a lavish mansion, or sprawling farmland. As a transaction brokerage, we prioritize fair representation for every client to help them achieve their real estate goals. Founded in 2013, we've proudly earned recognition as the Best of the Best Real Estate Company since 2014, and were honored as Business of the Month in March 2024.

Services Offered:

- Residential Sales
- Land Sales / Lease
- Commercial Sales / Lease

Areas Served:

PHD Realty serves 10 counties spanning South Alabama and the Northwest Florida Panhandle including Baldwin, AL, Escambia, AL, Escambia, FL, Santa Rosa, FL, and More!

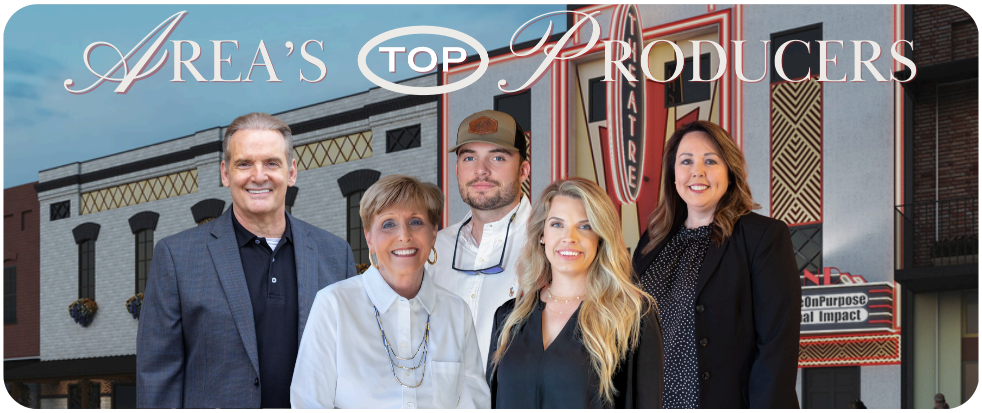


The Team:

Led by Broker/Owner Taylor Helton Lee and Broker Associate Patty Helton Davis, our team of experienced agents, including Brett Helton, Bub Gideons, and Stacey Ward offers over 50 years of combined experience with licenses in both Alabama & Florida. Supported by our dedicated team members, including transaction coordinator Kristy Carnley and Office Administrator Jasmine Lawson, we are committed to thoroughness, accuracy, and customer satisfaction. You'll have a chance to meet the team in the following pages.

CLIENT TESTIMONIALS

★★★★★



Patty was absolutely wonderful to work with. As I am based in Rochester, NY and she made the process seamless. Thanks again for all of your due diligence.

-Jacob Berardi

It was an absolute pleasure working with PHD Realty any questions I had they were answered . I had all the direction I needed as I went though the process of buying my first home.

-Jewel Lambert

Your teams' persistence and perseverance has been greatly appreciated. We are very appreciative of all your efforts. Please accept our sincere thanks for your truly southern (business) hospitality! Wishing you continued success and

-Jay & Brenda Grant

Prompt in response to every detail. Fair minded and ensured everything worked together to timely complete the transaction.

-Gary Wiggins

Buyer's ROADMAP

1. FIND AN AGENT

Finding and choosing to work with an agent you're comfortable with will set you up for success from the start

2. PREAPPROVAL

The process of a lender evaluating your financial information and credit history to determine loan eligibility and the maximum amount you can borrow, before you start shopping.

3. PROPERTY SEARCH

Based on your wants and needs, we'll be able to search and curate a tailored list of properties for you to review. Then, we'll schedule showings to visit the ones that catch your eye, giving you an in-person look at your potential future investment.

4. OFFERS & NEGOTIATIONS

We will put together a strong offer and negotiate all terms. You just tells us and we'll handle the rest!

5. UNDER CONTRACT

We now have a legal and binding contract. The first few days you will typically:

- Deposit earnest money
- Submit loan application
- Order an inspection

6. INSPECTIONS

In the purchase contract we have a time period to inspect the property. Once this is complete we will negotiate any requested repairs

7. FINAL DETAILS

The title company or attorney will collect information for finalizing paperwork and closing documents
If there is a loan involved, you will need to satisfy loan obligations such as the appraisal and purchasing property insurance

8. CLOSING

We will conduct the final walk through in the 24 hours prior to closing. Make sure funds are wired, and let's go to the closing table to complete signing and get keys!

1. Meet The Broker

Taylor Helton Lee

BROKER / OWNER

As a full-time Broker, I'm licensed in both states of Alabama and Florida. Under good leadership, PHD Realty and my team have experienced tremendous growth by raising the bar and providing outstanding customer service for our clients.

I was born and raised in Bratt and have lived in Atmore, AL for most of my life. With my sales career beginning in 1976, I became a Realtor in 1997. In 2013, I stepped out on faith to open my own business, PHD Realty. In my 25+ years as a Realtor, I have received numerous awards and accolades for outstanding performance and dedication to my clients. I have been recognized by the Pensacola Bay Area Chapter of the Women's Council of Realtors' Top Gun Award, which celebrates her exceptional sales for the past 15+ years. My business has been named Best of the Best Real Estate Company since 2014 by Atmore News. I was also awarded the Top Thousand Real Estate Professionals by Real Trends, as advertised in the Wall Street Journal, where I ranked 87th in the nation.

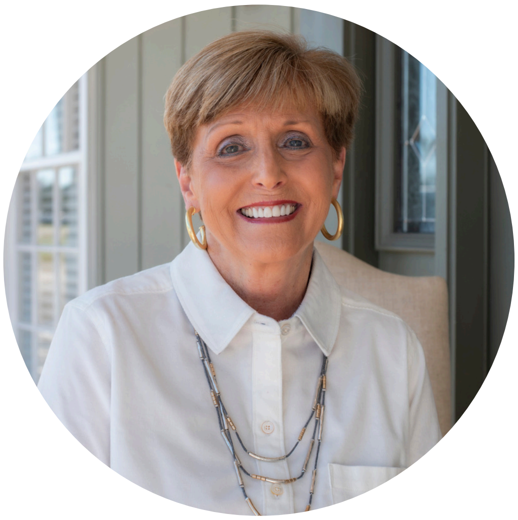
I am an active member and former President of the Atmore Lions Club. I am also a supporter of several community activities including Flomaton and Century, as well. I am married to Jerry Davis and have one son, four grandchildren, six great-grandchildren, and two stepdaughters. In my free time, I enjoy attending my grandchildren's sporting events and singing in the choir at Atmore First Assembly of God.

AWARDS AND RECOGNITION

Top Producer	2022
Mobile Bay Real Producers	2022
Keller Williams Agent of the Year	2021

Cell: 251.294.2060 | taylor@phdrealty.com | taylor.phdrealty.com

Meet the Broker Associate



Patty Helton Davis

BROKER ASSOCIATE

Patty Helton Davis is a Broker Associate licensed in both states of Alabama and Florida. Under good leadership, PHD Realty has experienced tremendous growth by raising the bar and providing outstanding customer service for our clients.

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AWARDS AND RECOGNITION

Top Producer	2022
Mobile Bay Real Producers	2022
Keller Williams Agent of the Year	2021

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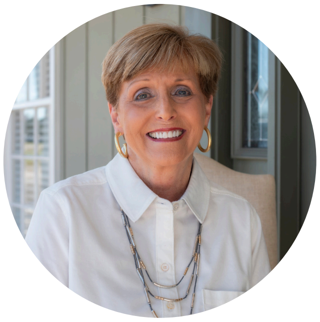
MEET THE TEAM!

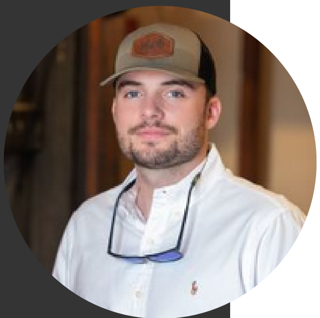
TAYLOR LEE

AL/FL Broker
251.294.2060

PATTY HELTON DAVIS

AL/FL Broker Associate
251.294.2057





BRETT HELTON

AL/FL Realtor
251.359.4533

BUB GIDEONS

AL/FL Realtor
251.359.6523

STACEY WARD

AL/FL Realtor
850.336.0223

KRISTY CARNLEY

Transaction Coordinator

JASMINE LAWSON

Office Assistant

Office: 251.368.1063 | 1812 S. Main St, Atmore, AL | www.phdrealty.com

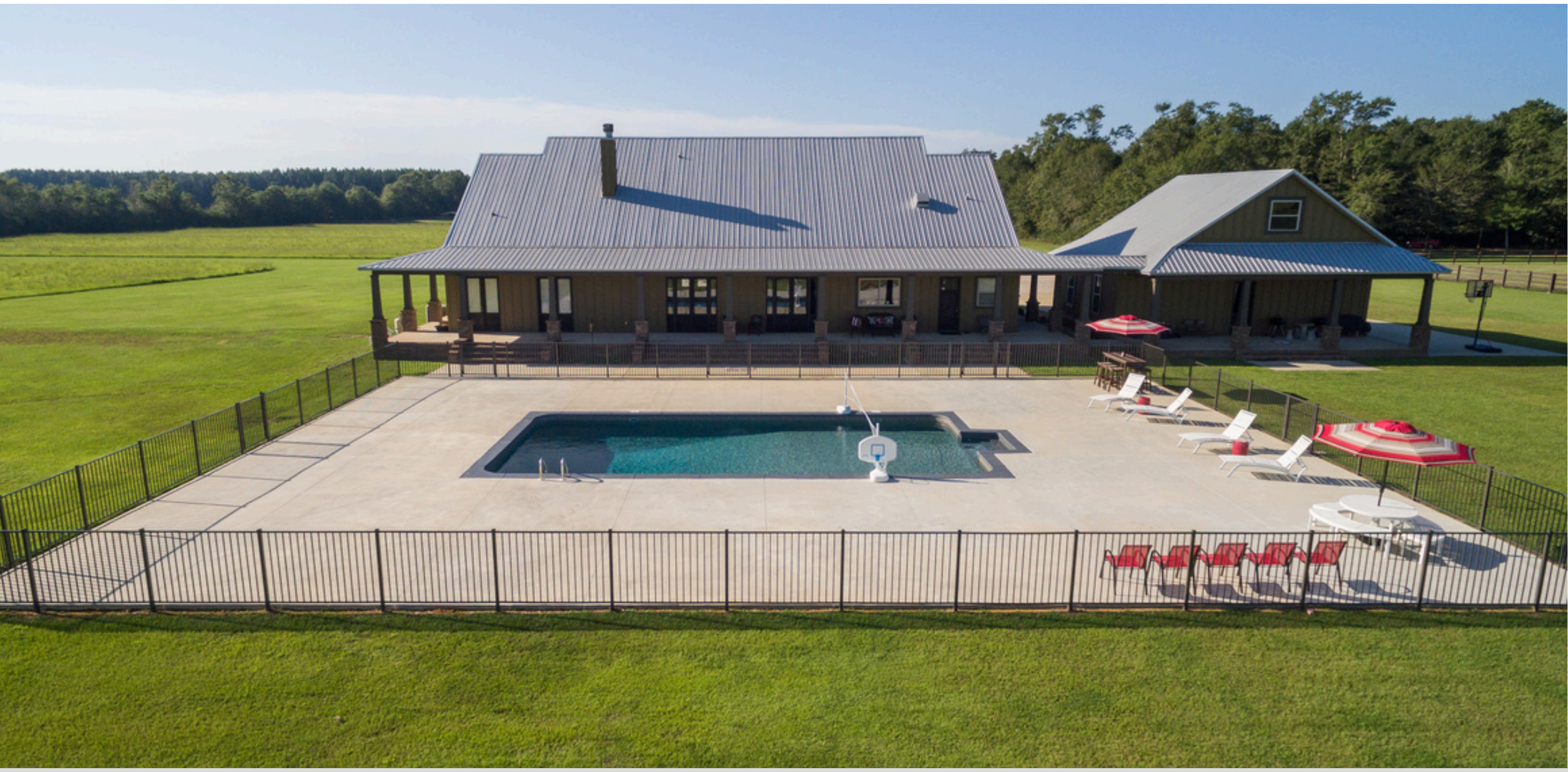
2. PRE-APPROVAL

OUR WORK BEGINS BEFORE WE PREVIEW PROPERTIES

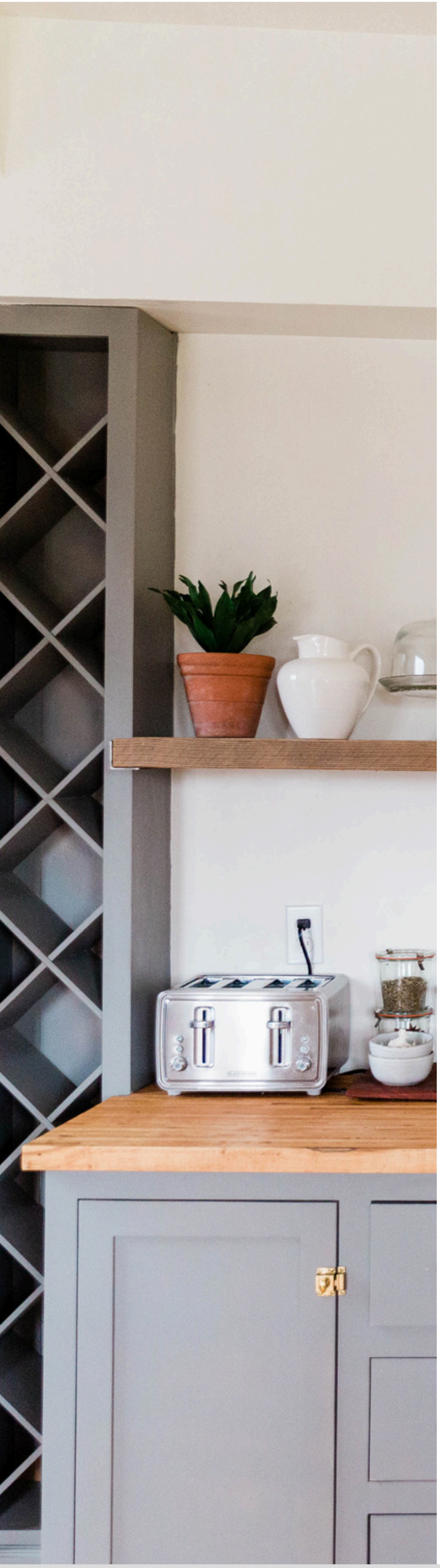
Securing pre-approval for a mortgage is a critical step in the buying process. It is a straightforward process that will give you peace of mind and a competitive edge when shopping for your dream property.

A mortgage pre-approval is an official document that confirms your ability to obtain a mortgage loan. It is not a final approval, but it does give you the assurance that you are eligible to borrow and for how much, and the ability to move quickly on properties for your search.

If you're ready to take the next step toward ownership, let's go through the process of getting pre-approved for a mortgage.



PRE-APPROVED VS PRE-QUALIFIED



PRE-QUALIFED

A pre-qualification is a preliminary evaluation by a mortgage lender to determine your estimated loan affordability. It gives you a rough idea of the loan amount you may be approved for when the time comes time to search.

Prequalifications are based on self-reported financial information, rather than a credit report or financial document review, resulting in a general estimate.

VS.

PRE-APPROVED

A mortgage preapproval takes the process to the next level. A pre-approval is a more comprehensive evaluation of your financial information and stability by a lender. The lender will verify your information using documents such as pay stubs, tax returns, and a summary of your assets.

This results in a stronger indication of your affordability and adds credibility to your offer compared to a prequalification.

GETTING APPROVED

This process allows your lender or loan officer to get a complete understanding of your finances. To make sure everything goes smoothly, it's a good idea to gather some information ahead of time. Here's what you can expect to provide:

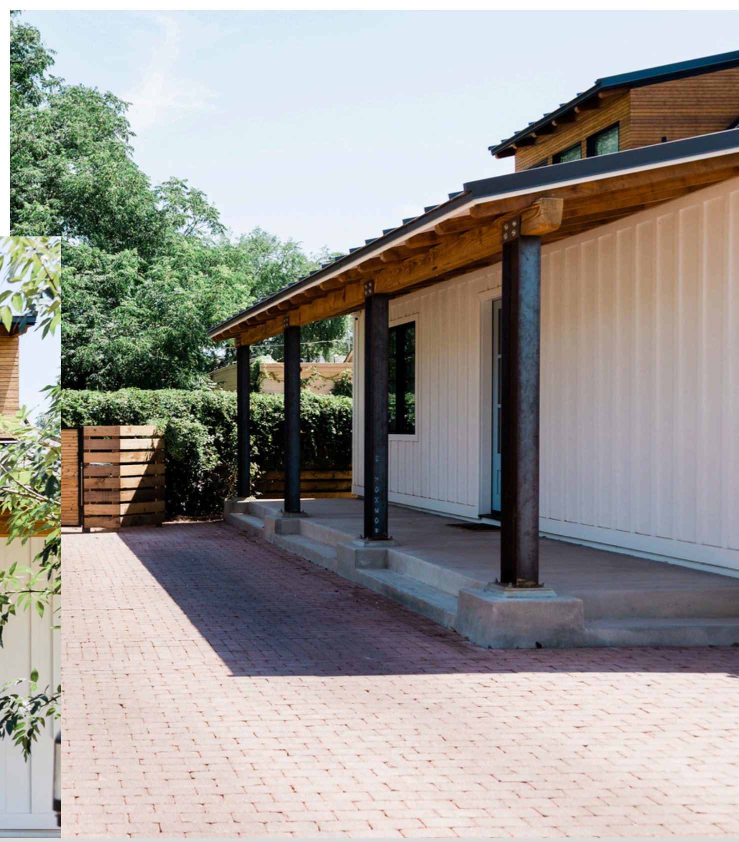
Proof of Income
Income and employment documents, such as tax returns, W-2s, and 1099s.

Verification of Assets
Asset statements on bank, retirement, and brokerage accounts.

List of Debts
Monthly payment obligations to calculate your debt-to-income ratio

Identification
Driver's license or Social Security Card

Other
Records of rent payments, divorce, bankruptcy, and foreclosure.



FINANCES

A lender will be able to answer all of your questions regarding financing and give you a clear understanding of:

1. Your maximum allowable purchase price
2. Your anticipated mortgage interest rate
3. Your probable monthly housing payment
4. The appropriate loan program for you

Mortgage Loans Are Not One Size Fits All

While conventional mortgages are the most popular, this type only scratches the surface of the market, one of which might be better for your situation. Ask as many questions as necessary to feel comfortable moving forward. Here are some questions to ask potential lenders:

What is the best loan program for me? Why?

Do I qualify for any special discounts or programs?

How much of a down payment do I need to make?

What interest rate can you offer?

What fees do you charge?

What will my closing costs be?

3. PROPERTY SEARCH

Let's get down to business!

Before embarking on your search journey, we have to set some groundwork. Here are 4 ways to prepare yourself so the buying journey is as smooth and stress-free as possible!

1. *Know your must-haves*: Clearly define what you want in your future property. It's extremely difficult to find "The One" if you don't know what you're looking for.

2. *Know your deal breakers*: Knowing what you don't want will help narrow your search to more promising properties.

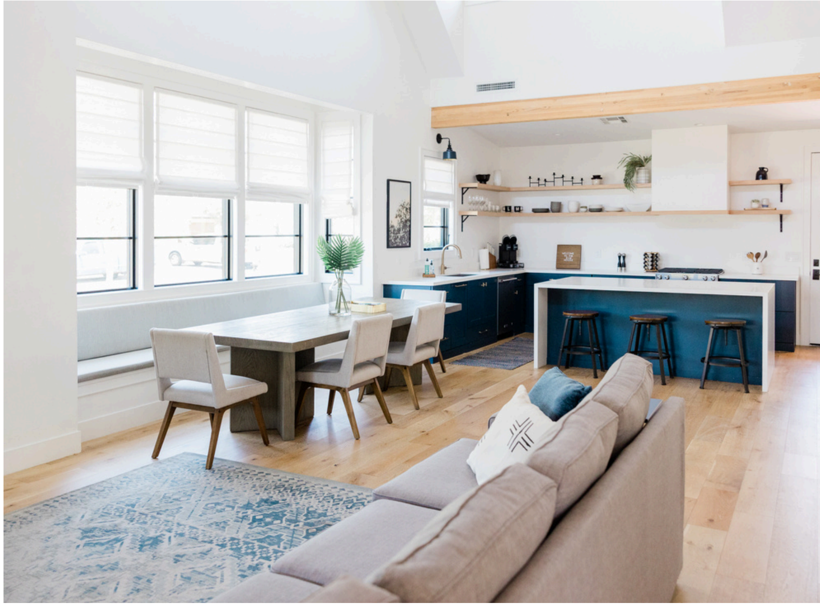
3. *Have patience*: The market has shifted but we are still overall in a seller's market with occasional multiple offers and inventory challenges. Being patient is key so you can make an informed decision that best fits your needs.

4. *Watch for email alerts*: We will set up a personalized search that will alert you the moment a listing goes live (sometimes even before it will hit the market). If one catches your eye, simply reach out to me, and we'll schedule a viewing asap.

4. OFFERS & NEGOTIATIONS

Before we begin to write an offer, we will discuss some important details needed to submit:

- Offer price
- Earnest money
- Financing
- Inspection periods
- Closing date
- Closing costs



CONSIDERATIONS FOR CRAFTING AN OFFER

Property Condition + Comparable Sales + Demand & Interest + Offer Terms

When it comes to making an offer, We will provide you with a comprehensive understanding of the current real estate market, including any trends or context on what is required to make a strong offer. This will give you a well-rounded perspective, so you can make an informed decision that aligns with your unique needs and goals.

OFFERS AND NEGOTIATIONS

The “best offer” can vary based on your needs, the terms of your financing, the right timing, and of course, the right price. Understanding the different components of an offer will help you create or negotiate the offer that makes the most sense for you.

CONTINGENCIES

Contingencies are benchmarks buyers set that need to be met for the transaction to continue moving forward. From a seller’s point of view, the fewer contingencies required for the transaction to close, the better.

EARNEST MONEY DEPOST

A earnest money deposit, also known as a good-faith deposit is paid by the buyer to prove they are serious about purchasing. A sizable earnest money amount can carry weight in an a competitive market.

CLOSING TIMELINE

The closing date is typically 30-45 days after a purchase agreement has been executed, but can vary depending on the method you choose to finance the purchase. Make sure you choose or negotiate a closing date that fits your needs.

CLOSING COSTS

Seller closing costs are often deducted from the proceeds of the property sale. Buyers typically pay their costs out of pocket. Sellers can help pay a percentage but they are not obligated to.

INSPECTION TIME PERIODS

An inspection (or due diligence contingency) gives the buyer the right to have the inspected by a set date or in a time period. You may also include a 'resolution period' to negotiate the repairs.

OFFER PRICE

In making a competitive offer, remember the offer price is just the starting point. A high offer price might outweigh the other variables, or it might not. It’s important to evaluate the impact of all contingencies and get context on the sellers motivation.

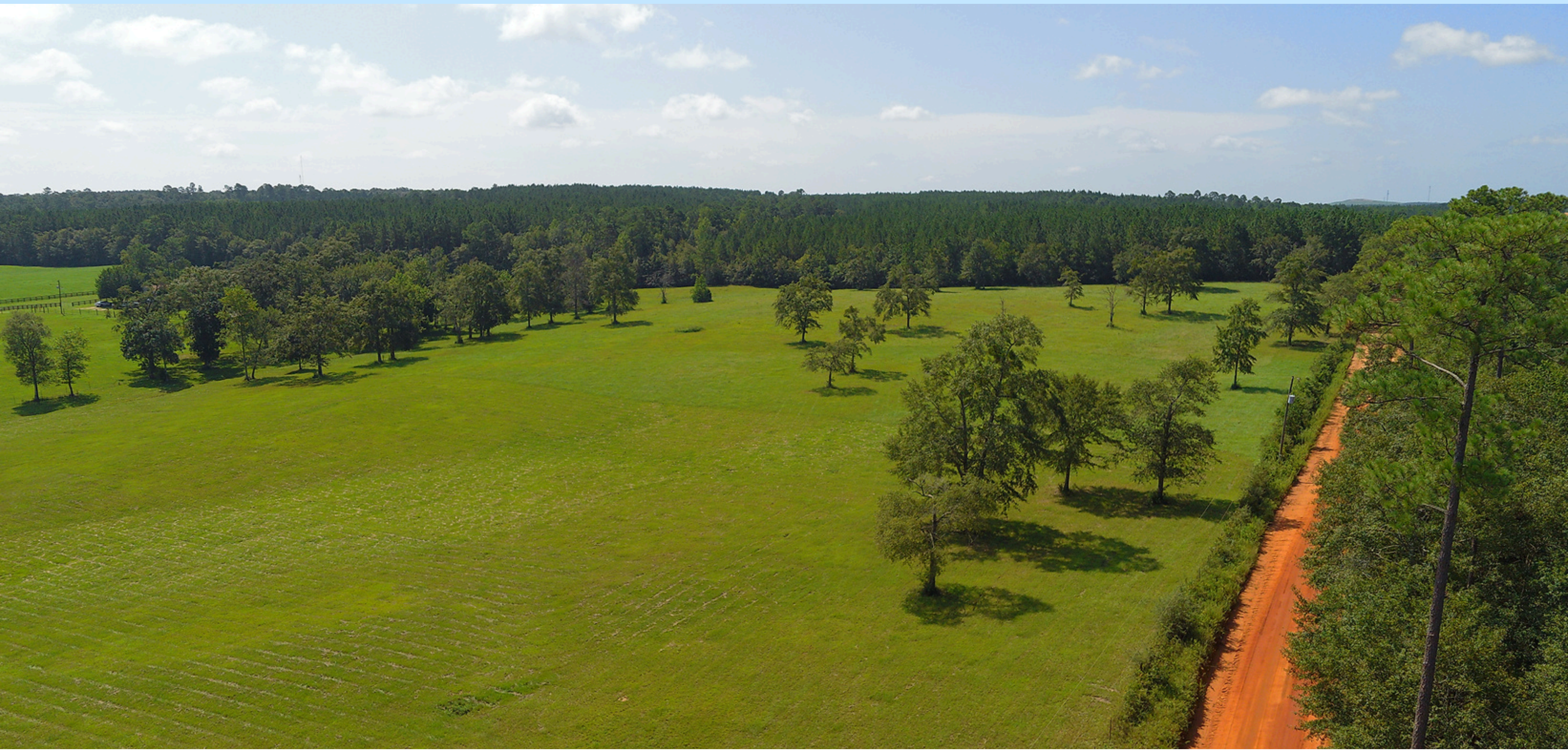
FINANCING - LOAN TYPE

There are multiple types of mortgages, and some are easier to satisfy obligations than others. Appraisal contingencies also come with financing, lenders want to be sure the amount their lending is in line with the value of the property.

CASH

Cash offers for properties can be appealing to sellers because they eliminate the potential for financing contingencies and can often close the deal more quickly, providing the seller with a quick and efficient transaction.

5. YOU'RE UNDER CONTRACT!



Congratulations, your offer has been accepted! We will carefully review important dates and information you will need to know to ensure a successful closing and send you a helpful checklist. The next steps of your unique purchase may vary some but here's an overview of what will happen next:

1. Earnest money must be deposited
2. The lender application must be submitted and processed
3. The appraisal must be ordered if financing
4. The title company or attorney will collect personal information
5. The inspection must be scheduled and conducted
6. Negotiate repairs from the inspection
7. Secure an insurance policy

Closing will be here before you know it!

6. INSPECTIONS & REPAIRS

The inspection is one of the most crucial stages of the process, and one of the most likely to end the deal after the offer has been accepted. An inspection is not required, but highly recommended to uncover any issues in the property that would have otherwise been unknown

Typical inspection timeframe:

7-14 Days

What you need to do as a buyer:

Order the appropriate inspections to get a full scope of the condition and to address any concerns.

- Standard inspection
- Wood destroying insects
- Mold & air quality
- Radon
- Lead-based paint

After your complete the inspection, your options are:

1. Accept the property as-is

2. Send a repair proposal to negotiate defective items to be repaired or addressed

3. Terminate the contract and we'll go back to previewing other properties

There are many strategies to help negotiate with the seller after an inspection, like getting repair quotes, knowing the market, or prioritizing certain repairs.

What is an reasonable repair request?

- Major health and safety concerns (like mold, water damage, or fire hazards)
- Structural issues (like foundation or roof problems)
- Some building code violations (like improperly functioning electrical or HVAC systems)

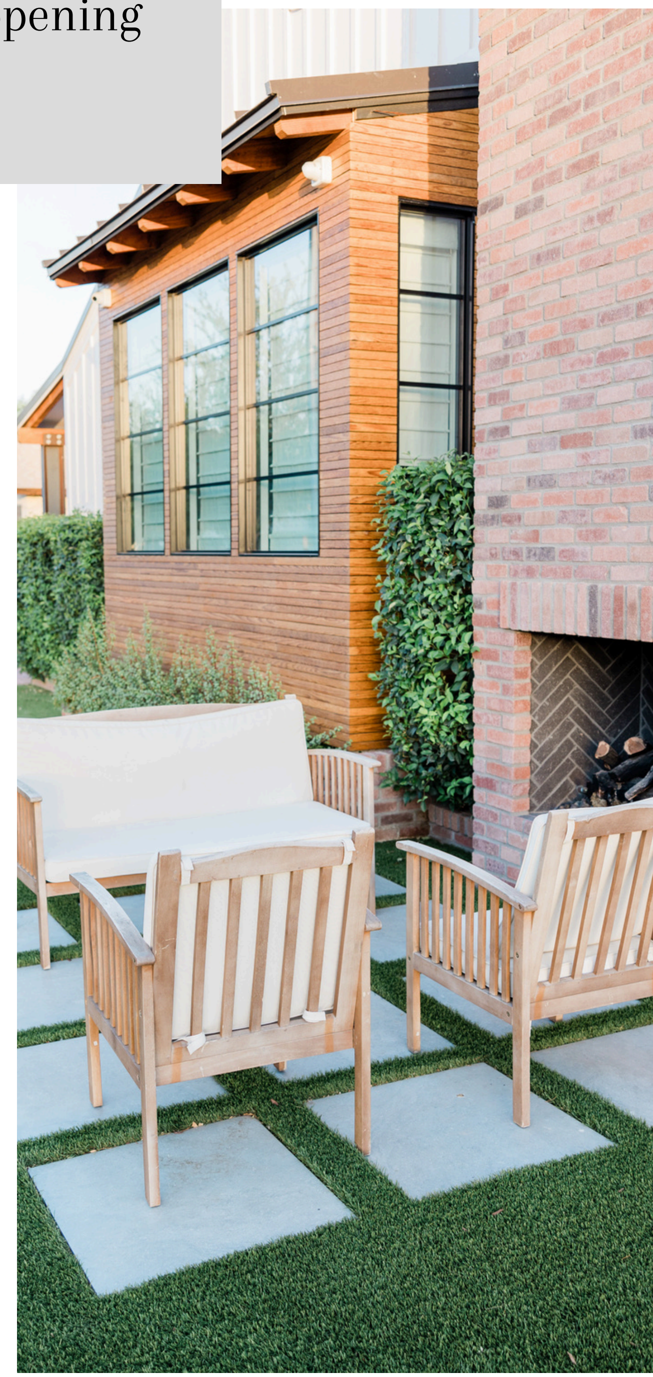
What is a unreasonable repair request?

- Cosmetic repairs (like paint colors, landscaping, or trim work)
- Normal wear and tear (like driveway issues or floor scuffs)
- Inexpensive repairs (like holes in walls from pictures or loose fixtures)

7. FINAL DETAILS

....So close to closing now!

These are some of the details that are happening as we're leading up to the closing!



Appraisal
If a mortgage is involved, an appraisal will be required to assess whether the value of the property is in line with the agreed-upon purchase price.

Obtain Mortgage
Loan processors will comb through your mortgage applications and verify all required information, then the underwriter assesses the credit report and property details for inconsistencies. This is why it's essential not to make any major changes to employment or your finances during this time.

Title Search
Title companies conduct a thorough title search to verify ownership and the seller's ability to transfer the property. This crucial step protects the interests of both the buyer and the seller, safeguarding the buyer's future ownership rights and ensuring a smooth transfer of ownership.

8. CLOSING

Closing Disclosures

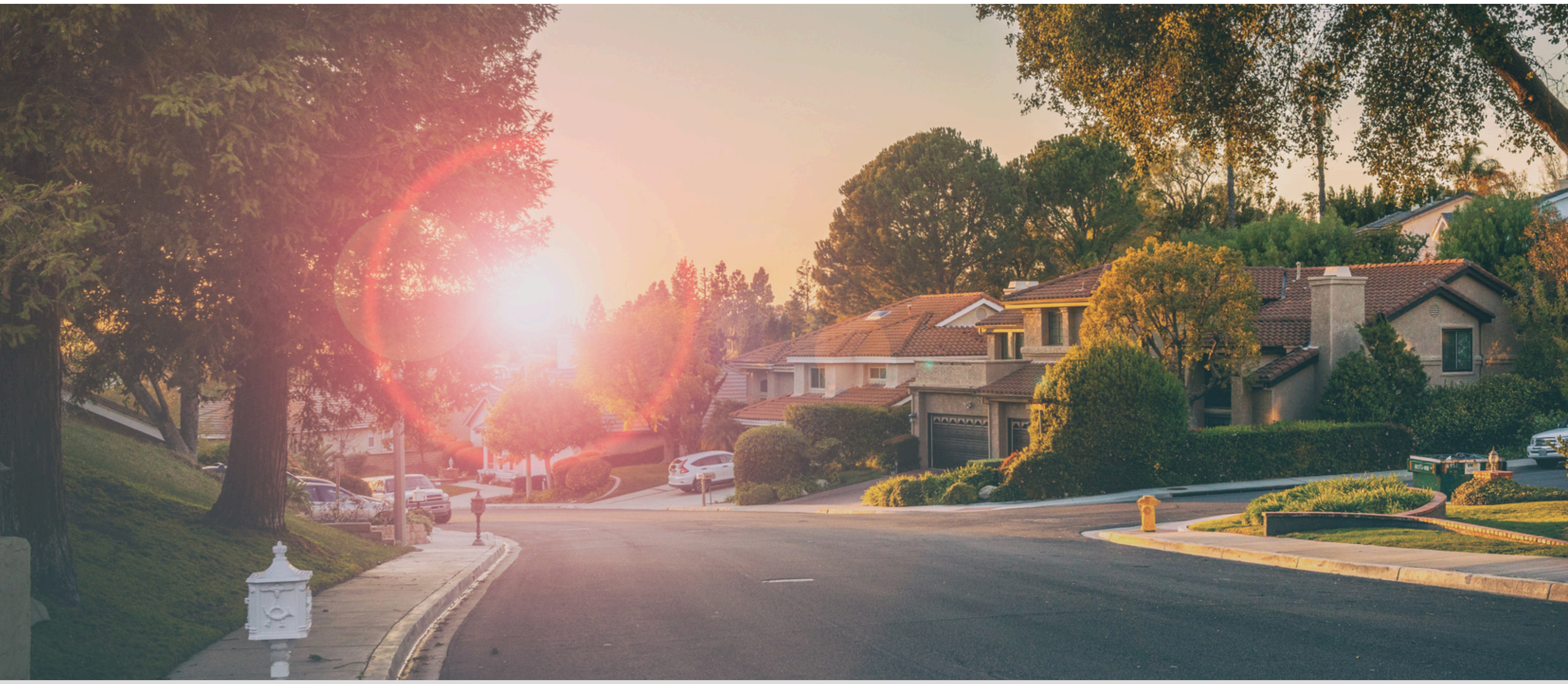
You will receive a closing disclosure that outlines the exact terms and costs of the loan. This document requires your review and final approval to complete the loan process.

Final Walk Through

It is recommended to complete a final walk-through of the property within the 24 hours leading up to closing to ensure repairs have been made and it is in the same or better condition.

Closing Table

You and the seller will sign the final paperwork, transfer the necessary funds, and you'll get the keys to your new property!



BEST PRACTICES FOR BUYING

The housing market was largely driven by the rapid increase in mortgage rates last year. However, as we navigate the market, we've seen some positive shifts. Property price appreciation is slowing from the recent frenzy, mortgage rates are becoming more favorable, inflation is stabilizing, and overall market activity is starting to increase. These are all positive indicators for a healthier real estate market.

ASK FOR HELP.

Referred to as “buying points” or a “rate buydown,” these allow the seller to buy down a buyer’s rate for the first few years of your loan as a seller concession. The ability to secure a lower mortgage rate increases affordability and reduces your monthly mortgage.

MANAGE YOUR EMOTIONS DURING THE PROCESS

For some buyers, it's difficult to manage high expectations for finding and buying a property in a complicated market. Take a deep breath and know we are by your side to help you so you can make the best decisions for you or your family during the process.

LEAN ON A PROFESSIONAL, NOT NATIONAL HEADLINES

Media misinformation can cause fear and uncertainty in the housing market. We have the expertise and knowledge to provide accurate information and context on the local market. Allow me to separate fact from fiction and give you the confidence to make informed decisions.

HOW WE CAN HELP YOU

With todays housing market changing as quickly as it is, working with a real estate professional is more essential than ever. Here are 5 reasons you'll want to use a local pro when selling your property:

WE KNOW WHAT SELLERS WANT TO SEE

Before you decide to make an offer on a property, connect with us for advice on your specific situation. We have first-hand knowledge and can provide a perspective of what today's sellers expect.

WE CAN HELP MAXIMIZE YOUR SHOPPING POOL

Real estate professionals have an assortment of tools at our disposal, such as social media followings, agency resources, and Multiple Listing Services (MLS) to locate all sort of properties.

WE UNDERSTAND THE FINE PRINT

Disclosures and regulations are mandatory when selling a property. We know exactly what needs to happen, what all the paperwork means, and how to work through it efficiently. We'll help you review documents and avoid any costly missteps if you were to handle them on your own.

WE ARE TRAINED NEGOTIATORS

Instead of going toe-to-toe with sellers, seller agents, inspection companies, and appraisers lean on an expert. We'll know what levers to pull, how to address all concerns, and when to get a second opinion.

WE KNOW HOW TO SET THE RIGHT PRICE FOR YOUR OFFER

We'll compare your property to recently sold properties in the area and assess the current condition to make sure you present an appealing offer at the best price possible.

RESOURCES AND VENDORS

PROPERTY INSPECTORS

Glenn Wilson, CPI
Wilson Home Inspections
251-238-0379
Services AL & FL

Ron Zundel, Home Builder/Inspector
Legend Timber Construction & Remodeling
251-655-6303
Services AL & FL

Aaron T. McDonald, CPI
ATM Home Inspections, LLC
251-359-0722
Services FL Panhandle

Beau Crum
Crum Home Inspections
251-359-0722
Services FL Panhandle

Steve Bradley
Bradley Home Inspection
251-362-9173
Services Southwest AL

Billy Coley, CPI
ProComp Home Inspections
251-367-3196
Services AL

LAND SURVEYORS

Patrick Reeves
Reeves Surveying, LLC
251-363-0368
Services AL & FL

Coral Bowman
Merrill, Parker, Shaw, Inc.
850-478-4923
Services FL

Coral Enfinger
Benchmark Surveying & Land Planning, Inc.
850-994-4882
Services FL

Krissy McKee
Empire Land Surveyors
850-477-3475
Services FL

Timothy “Brandon” Bailey
Profressional Land Surveyor
251-561-7295
Services AL & FL

Dolly & Larry
Lands’ End Surveying
850-433-8545
Services FL

ELECTRICIANS & PLUMBERS

Scotty Flowers
H & H Electric
251-253-8512
Services AL

Nick Anthony
North End Services, LLC
850-393-0147
Services FL

John Carter
Coastal Blue Electric
850-909-BLUE [2583]
Services FL

Anthony Patrick
Patrick Plumbing
251-253-1673
Services AL

Roto Rooter
AL Office: 251-765-2156
FL Office: 850-477-7349
Services AL & FL

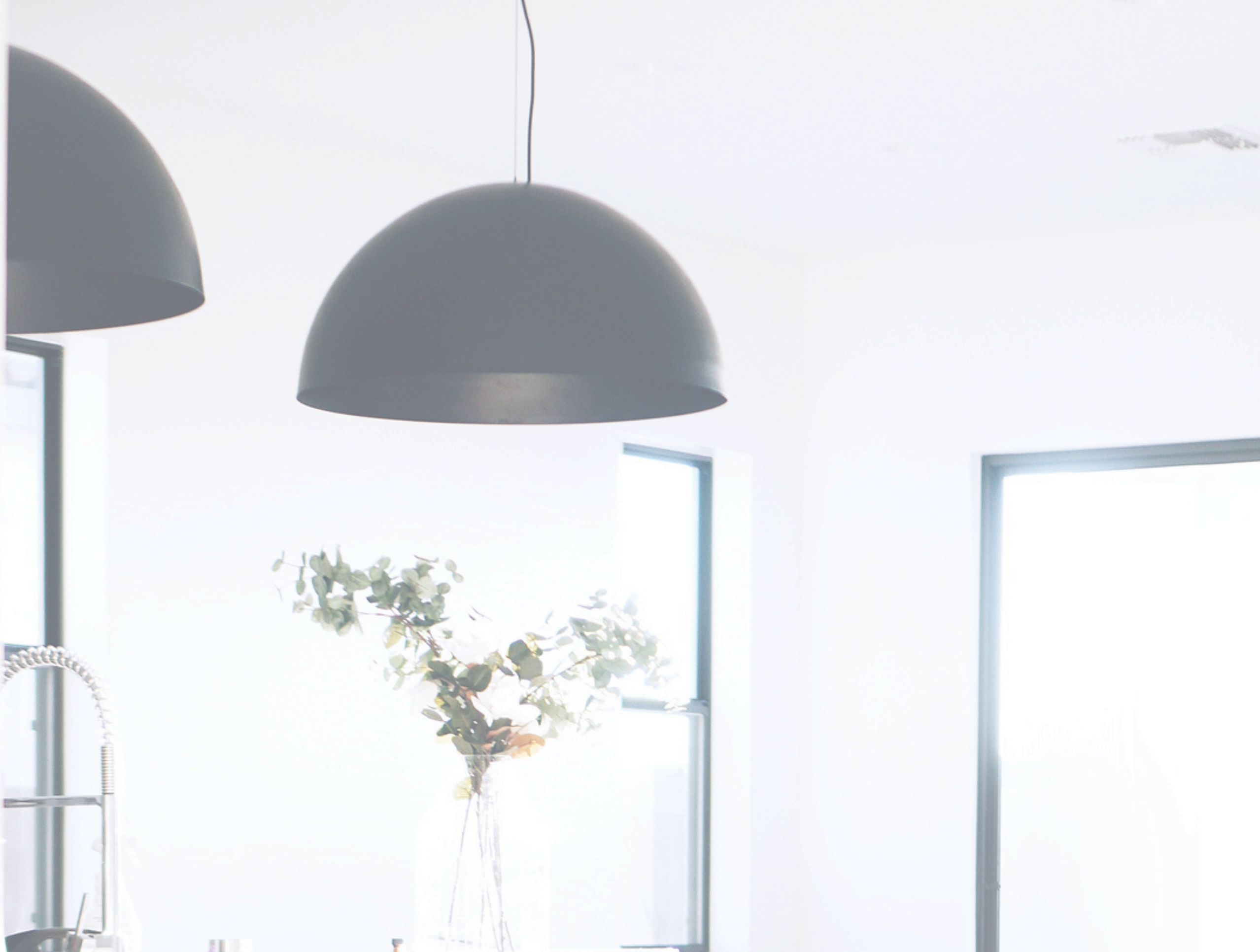
PROFESSIONAL MOVERS

2 Men And A Truck
twomenandatruck.com
877-720-0411
Services AL & FL

College H.U.N.K.S.
collegehunkshaulingjunk.com
833-626-1326
Services AL & FL

All My Sons Moving & Storage
allmysons.com
850-427-6923
Services FL

Please note this is a generalized list and you are not required to use any of these vendors. PHD Realty or it’s agents are not liable for any of the above vendors work and/or performance.



"The Noblest Art is that of Making Others Happy." - PT Barnum