

A GUIDE FOR BUYERS

ALL THE DETAILS YOU NEED TO
SUCCESSFULLY BUY A HOME



RELATIONSHIPS. OPPORTUNITIES. WEALTH.

WELCOME

Home is more than just a physical space. It's where you create countless memories, share moments with loved ones, and where you feel most comfortable. The process of buying a new home is incredibly exciting, and we will help you navigate the journey with ease. We recognize that this may be the biggest financial decision of your life, and we are ready to walk along side you in this new transition! Real estate transactions can change the quality and direction of lives in a very meaningful way. We are in the people business, and our goal is to make your home-buying experience easy and fun.

-the Blue House Properties team





Ryan Ogle

Broker & Realtor



I have been a licensed Realtor since 2000. Since then, my team has sold over 4000 properties for almost \$1 Billion in total sales volume. These numbers put us in the top 1% of agents West Michigan. Real estate is our full-time job, and we are constantly helping clients win when it comes to their real estate needs. I founded Blu House Properties in 2008 and filled my team with energetic professionals who are well-educated in business & real estate matters and who focus on providing memorable home buying & selling experiences. Our hard work, dedication to quality service, and value of client needs has allowed 95% of our business to come from referrals. Personally, I work and reside in Grand Rapids with my wife and 3 kids. I am committed to showcasing the community and lifestyle in West Michigan by selling and investing in local residential & commercial real estate.

Specialties: Residential & commercial property sales, Purchasing negotiations, Rental properties, House flipping, Land development, Investments, Transaction closing specialist and Urban listing expertise

Allyson Warners

Realtor



I have been a full time realtor for 4 years, helping both residential buyers and sellers. I have a passion for people & their stories, and I love helping clients accomplish their real estate goals! I have personally helped 200+ buyers & sellers make their dreams come true. I also enjoy showcasing West Michigan real estate on social media! I currently live on the West side of Grand Rapids with my husband, Emmett.

Specialities: Residential property sales, First-time homebuyers, Social Media, Marketing

WHY PARTNER WITH US?

2 DEDICATED AGENTS ON EVERY DEAL

When it comes to buying or selling a property, having a real estate team on your side is a game-changer. We have 2 agents working on every deal, so not only will we always be available to take calls and show properties, but we also bring double the experience and expertise to the table.

DEEP LOCAL RELATIONSHIPS & EXPANSIVE NETWORK OF AGENTS

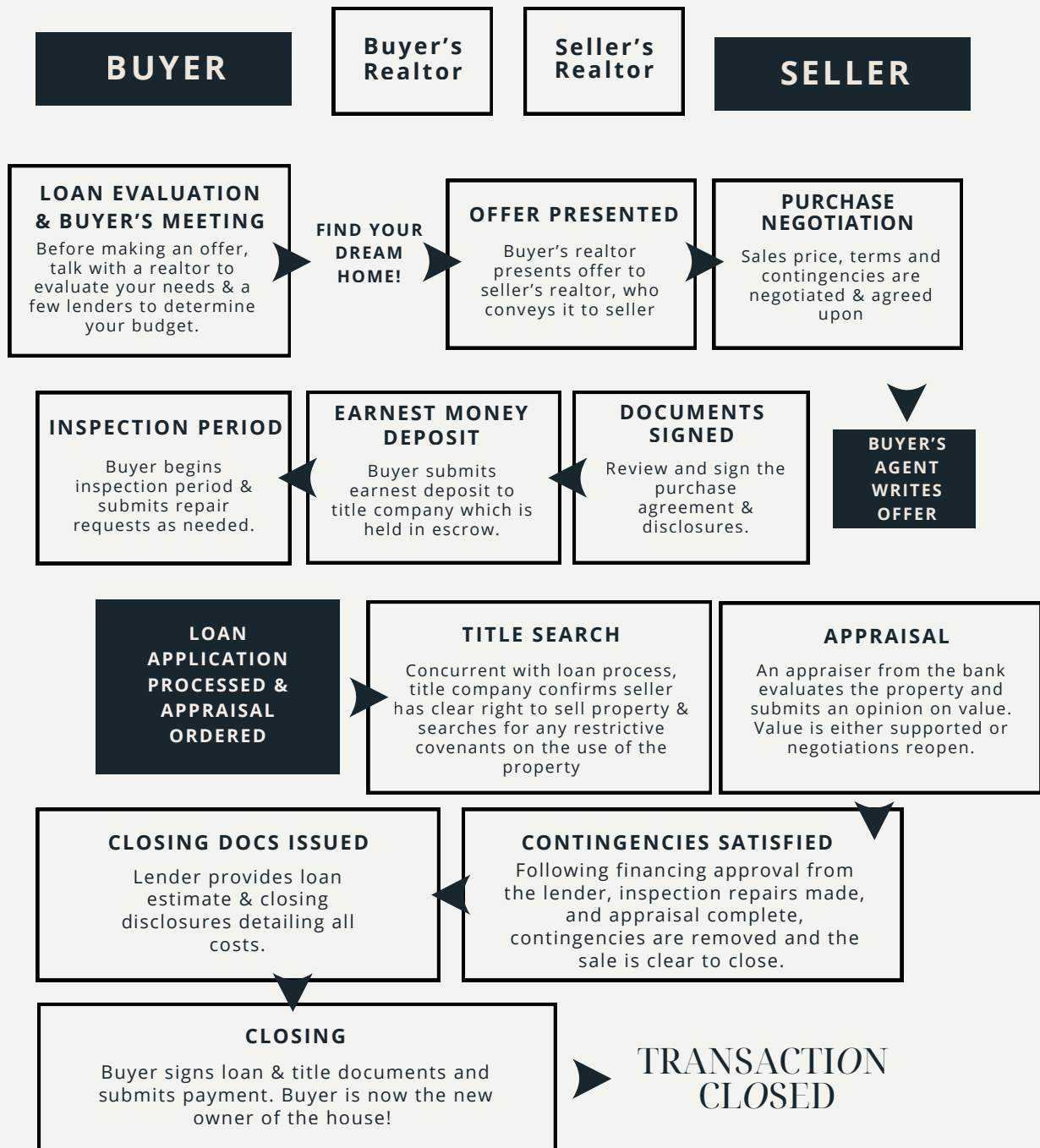
Our broad network of agent relationships gives you insider access to off-market and upcoming listings before they hit the market. Plus, when it comes to inspections, appraisals, and negotiations, our team works together to ensure you get the best deal while avoiding costly surprises. More experts, better results—that's the power of a team.

FIRST-LOOK OPPORTUNITIES

In addition to helping buyers, we also list hundreds of homes each year. While it is not always possible, we will do everything we can to give you a “first look” at homes before they hit the market. This includes our own listings and listings of agents in our network. A first look can be an amazing opportunity to get an off-market deal and avoid the competition!



HOW DOES A REAL ESTATE TRANSACTION WORK?





BUILD YOUR TIMELINE

Are you renting? Closing on a loan usually takes around 30 days, and an all-cash transaction can be much quicker. It is important to line up your dates to be sure they work for you. Check with your landlord to see if you can break your lease early, just in case we find something sooner than expected! If you're renting, know that your first mortgage payment isn't usually due for a month AFTER close of escrow, which can help you avoid doubling up on rent and mortgage payments.

Do you need to sell your current home in order to buy your new home? We will help you figure out creative solutions to either avoid making offers contingent on the sale of your current home or to position yourself to get an contingent offer accepted!

YOUR HOME SEARCH

Now it's time to start shopping for your new home! We'll set up a custom home search for you using all of the criteria you provided in our first meeting. Anytime a new home hits the market that meets your criteria, you'll get an email notification. If you like what you see, and it checks your boxes, reach out and we'll set an appointment to tour the home.

A few ground rules to make this process as enjoyable as possible:

Do not walk homes that are not in your budget. We can promise you this never ends well and oftentimes makes you disappointed in what you CAN afford.

Remember when walking homes, someone else is often living there. This means we want to be respectful of their space, especially if little kids are in tow.

There are almost always cameras, so save any talk about the home, especially negative discussion, for after the showing.

Aim to narrow down your list of criteria by a little bit at every house you see, so that your search can be efficient and effective!

WHAT'S AVAILABLE TO YOU?

We can help you with nearly any kind of real estate related endeavor! This includes purchasing pre-owned homes, new construction homes, land and even constructing your own custom home!

If you've considered building, we can provide recommendations for the purchase of land, provide trusted builder contacts, and walk along side you throughout the build process. It can be highly beneficial to have an advocate working for ONLY you when entering the process of building a home.

We can help you accomplish your goals no matter what they look like!

We found your dream home! Now what?

OFFER TERMS

Every offer situation is different! Rest assured we will help you construct a strong offer and put you in the best possible position to get your offer accepted!

01

PRICE: We will run comps in the neighborhood and help you decide a fair offer price. In competitive scenarios, we give you a recommendation for a price that will win you the house. We recommend having your lender give you an monthly payment estimate including insurance and estimated taxes at your proposed purchase price prior to offering.

02

ESCALATION CLAUSE: An escalation clause automatically increases your offer price up to a pre-determined maximum should the seller receive a higher offer. This strategy can help you remain competitive in bidding wars without making an excessively high initial offer, protecting you against over-paying unknowingly for a home.

03

INSPECTIONS: Inspection periods can vary in length up to 10 days. This is when you will perform your due diligence on the condition of the property. In a competitive situation, you may consider doing a pre-inspection, a pass/fail inspection, or limiting inspection repairs. We can help you decide what is best for you!

04

APPRAISAL GAP COVERAGE: If you're getting a loan for your purchase, the appraisal is when the bank verifies that the house is worth what they are loaning you! If this number comes in below your purchase price, you have an "appraisal gap", which opens things up for renegotiation. In order to strengthen an offer in a competitive scenario, you could agree to cover any potential gap up to a certain number. Note: this gap must be paid for in cash.

05

EARNEST MONEY DEPOSIT: Consider this a "security deposit" on your home. Usually 1% of the purchase price, this money is held in escrow at the title company until the end of the transaction, where it comes off your cash-to-close.

06

POSSESSION: Offering possession after close can be a strategy to strengthen an offer. This means you are letting the seller live in the house for an additional 30-45 days after close for free, giving them time to move out. They will continue to pay utilities, but you will be responsible for the mortgage.



INSPECTION PERIOD

WHEN?

Inspections take place after you have an accepted offer. The length & terms of your inspection will be included in your offer. Inspection periods can be anywhere from 3 days to 10 days. The countdown begins when the offer is accepted, and you can use the time to inspect anything.

WHO?

If you have someone you know who does inspections, you are welcome to use them! Otherwise, we can recommend a few qualified inspectors that we have used in the past! They will often give you a list of options for your inspection including air testing, radon testing, mold sampling, etc. . Choose whatever you'd feel most comfortable with. Based on your choices, cost could range from \$300-\$1200.

HOW?

Inspectors will dig into every aspect of your new home. They will climb into the attic, run the faucets, look at the electrical, check the foundation, run the appliances & mechanicals, etc. This usually takes 2-4 hours. Following the inspection, they will provide you with a full report (often dozens of pages) about the house for your review.

WHAT NOW?

Keep in mind, no home is perfect, so there will almost always be a laundry list of small fixes. We are most concerned with expensive & unexpected maintenance items. Following your inspection you have three options.

1. Move forward: accept the condition of the home and move ahead with the purchase.
2. Back out: determine the repairs needed are too great, and dissolve the contract.
3. Negotiate: ask for the sellers to either repair/replace something, or ask for \$\$ in the form of a price reduction or concessions to do the repairs yourself!



APPRAISALS

**HOME APPRAISALS
ENSURE ACCURATE
VALUE, GUIDING FAIR
AND INFORMED REAL
ESTATE DECISIONS.**

Once the inspection is complete, the next step is an appraisal from the bank. Most loans require an appraisal, as this assures the bank that the house is worth the money they are loaning you. If the home doesn't appraise for your purchase price, you have few options. 1. You can cancel the contract and receive a full refund of your earnest money deposit. 2. The seller can come down on the purchase price to match the appraised value. 3. You can make up the difference between the appraised value and the purchase price in cash.

Once the appraisal contingency has been met, the buyer's earnest money is typically what we call, 'hard.' This means that should you decide to cancel the contract, you will not receive a refund of your earnest money deposit.

FINANCING

During this time, it's imperative that you stay in close contact with your lender. They'll need specific paperwork and information only you can provide them. It is also of the utmost importance that you refrain from any other major purchases that could impact your financing. This includes buying a new car and/or swiping your credit card for furniture for the new house. These purchases can negatively impact your debt to income ratio and kill your deal before it's done. Hang tight until we close on your dream home and then you have finance whatever you want!





CLOSING DAY

This is it, the big day!

The title company will receive loan documents 3-5 days prior to close and you'll have the chance to review them. If you are local, we will help you make an appointment to sign at the title company. If you're out of town, we will send the documents to you via mobile notary to sign in the comfort of your own home.

You can sign many of the necessary documents electronically with the lender prior to the closing, to speed up the process.

Your sale is officially closed once the title has been recorded and the seller has been paid. Depending on the day of the week and the time of day, funding may not happen until the next day.

If you are receiving possession of the home at close, remember to transfer utilities, including water, sewer, gas, electric, & trash into your name. If you are not receiving immediate possession, you can wait to transfer utilities until closer to your possession date.

We will facilitate transferring all keys from the seller to you--the proud owner of a new home!

NEW HOME WISH LIST

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS



HOW DO WE GET PAID?

HOW IT USED TO BE:

In the past, sellers paid their listing agent a set fee, which the listing agent then split with the agent who brought a qualified buyer (buyer's agent). So for example, the seller may pay 6% to their listing broker, who would then split it 3% & 3% with the buyer's agent. When you bought a home, you didn't pay your agent, and when you sold a home, you paid both agents. The number the seller was offering to the buyer's agent would be advertised on the MLS.

WHAT CHANGED:

In recent years, there was a lawsuit brought against the National Association of Realtors (NAR), alleging that sellers felt forced to compensate a buyer's agent a set amount. In response, agents are no longer allowed to advertise a set amount of commission offered to a buyer's agent on the MLS.

HOW THIS AFFECTS YOU:

We still make it our goal for you to pay us nothing out of pocket. We will make every effort to negotiate our commission into our offer on a home so that the seller pays it. There are some circumstances, however, where this will not be possible. In those cases, you will be responsible for paying us out of pocket. We will discuss this possibility and re-evaluate when offering on a house based on the specific circumstances of the offer!

WHAT WE CHARGE:

We charge 3% of the final purchase price. This covers all of our services and the services of our team members.

WHAT MATTERS MOST:

Finding and securing the house of your dreams is what matters most to us! We believe that if we do everything we said we would and accomplish this for you, we deserve to get paid for our services. Rest assured, we will evaluate our commission on a case-by-case basis and figure out what works best for everyone!

WHAT NOW?

If you would like to work with us, we will have you sign our **Buyer's Agency Agreements** to establish a business relationship. These forms are required for us to show you homes. They outline the nature of our relationship and protect both parties throughout the course of your home-buying journey!

OUR TEAM



Glenna Novack

Transaction Coordinator

Glenna is the star behind the scenes! She assists with all of our paperwork and serves as your personal transaction coordinator



Sun Title

Title Company

Sun Title ensures the legal & smooth transfer of property ownership by performing title searches to verify clear ownership, managing the escrow process to hold funds securely, & issuing title insurance to protect buyers and lenders from future claims on the property title



Mortgage Lender

We will put you in touch with one of our preferred mortgage lenders to work on your loan! These people are tried and true, and they are here to answer any of your questions about the financial side of buying a house and to make sure you feel comfortable with all payments!

READY TO BUY?

WE ARE READY TO HELP.

RYAN OGLE

🌐 616-901-4541

✉ ryan@thinkbluhouse.com

ALLYSON WARNERS

🌐 616-307-1751

✉ ally@thinkbluhouse.com

