

# Buyers Resource

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## Meet the Group



### **Bryan Huff** | Exclusive Listing Agent/CEO

Bryan's passion, drive and focus keeps him rising to the challenge of both his personal and professional life. Bryan is focused on your investment goals; he makes a commitment to helping you achieve exceptional results no matter the situation. Bryan has built a team of top professionals who specialize in different aspects of the business, ensuring the highest level of service to you.



### **Cristy Huff** | Business Manager

Cristy started the Huff Group with Bryan and has played a vital role in the group's success from the beginning. Cristy focuses primarily on lead generation and event planning for all of the Huff Group's client appreciation parties. She ensures that all the agents are being held accountable and organizes training seminars for agents to further their knowledge of the real estate market and trends.

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### HUFF GROUP AGENTS



Robin  
Krieger



Michelle  
Campbell



Kit  
Boje



Bev  
Huff



Veronica  
Morris



Kenn  
Williamson



Emily  
Connor



Nick  
Larson



Joe  
Balestrieri



Theresa  
Young



Heather  
Baer

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### HUFF GROUP CLIENT CARE TEAM



Terri Mehrer  
Transaction Manager



Zack Morris  
Call Specialist



Sandy Branson  
Event Coordinator

Amanda Conley  
Listing Manager

Cynthia Black  
Professional Stager

# Why Choose The Huff Group?

The Huff Group strives to go above and beyond your expectations and provide you with an unprecedented level of service. After we have completed our job, we will continue to maintain a relationship with you and follow up regularly to make sure you are settling well into your new home. We wish to be your go-to real estate group for any of your friends, family, and associates real estate needs.



## PRODUCING SALES GROUP IN THE 5-STATE REGION

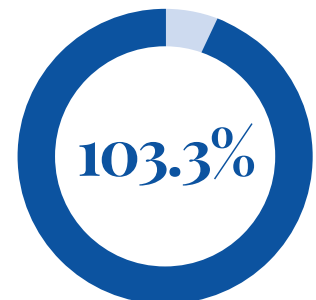
Last year, The Huff Group was ranked as the #1 producing Keller Williams Real Estate Group in the 5-State Region (Kansas, Missouri, Iowa, Nebraska and Arkansas).

## #1 IN CLIENT SATISFACTION FOR 13 CONSECUTIVE YEARS

Every year, the Overland Park Keller Williams office sends out client satisfaction surveys to all of their agent's past clients. Every year for the past 13 years, the Huff Group has been ranked #1 due to the overwhelmingly positive response to these surveys.

## SALES VS. LIST PRICE

We strive to save every dollar we can on our client's behalf and our group has worked hard to maintain a 97.4% sales vs. list price. This means more money in your pocket.



## NEIGHBORHOOD KNOWLEDGE

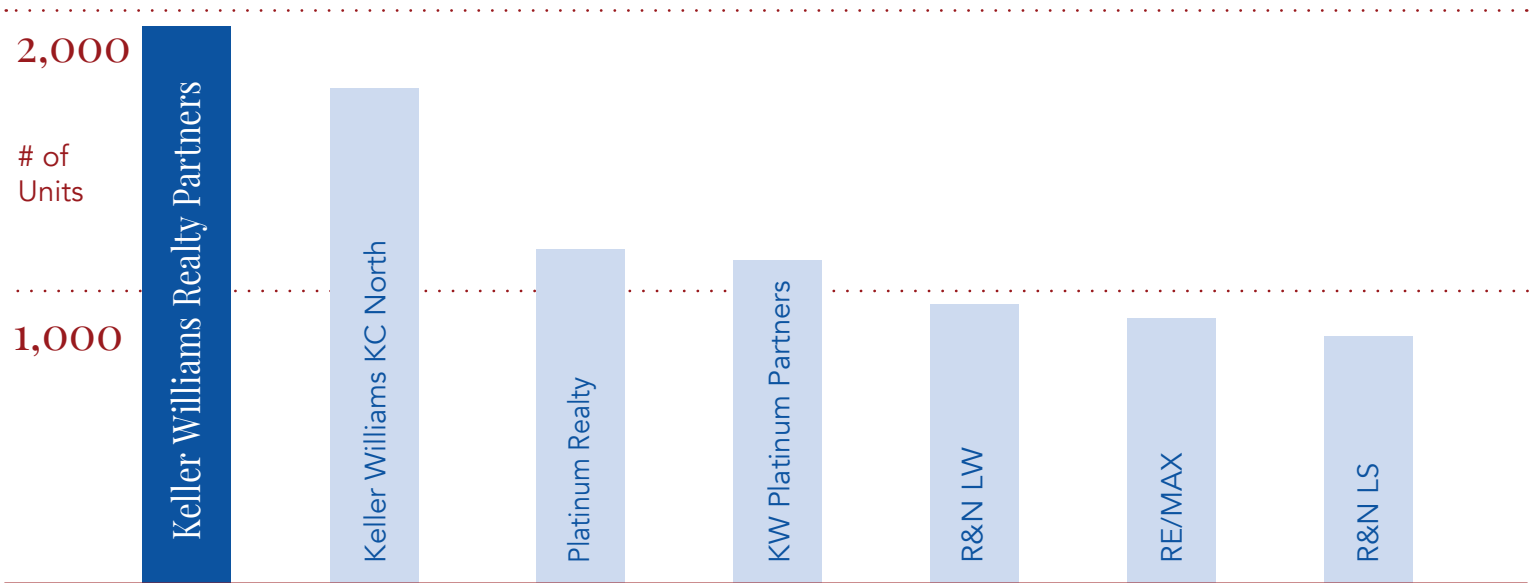
The Huff Group possesses intimate knowledge of the entire Kansas City area, which will be crucial when searching for your new home. We will help you find the home you love in the right location!

## PRICE GUIDANCE

The Huff Group wants to help you secure your ideal home at an ideal price. We know all the tricks of the trade to help you achieve this goal.

# You get the Best in the Kansas City Market

## MARKET SHARE TOTALS IN THE KC AREA TOTAL # UNITS (BY OFFICE)



### BROKERAGE IN THE CITY:

The Huff Group's strong skill set is supplemented by the support of Keller Williams, the #1 real estate company in the Kansas City area.

### IN MARKET SHARE:

Listing your home with the largest brokerage in the city achieves maximum exposure and exposure is the name of the game!

### IN MARKETING & EXPOSURE:

In addition to syndicating your property to the thousands of real estate sites out there, Keller Williams also invests in enhancing your home's position on leading web portals including Trulia, Realtor, and Zillow.

### IN TOTAL AGENTS:

With over 80,000 agents, Keller Williams is like a "market within a market." One-third of Keller Williams-brokered transactions occur between a Keller Williams buyer and a Keller Williams seller.

#1

# Why We Work By Referral

## YOU CONTROL OUR BUSINESS

Our business is dependent on you! We are committed to exceeding your expectations. We have a vested interest in making sure that you are completely satisfied at the end of our transaction together. I want you to be so “fired-up” that you can’t wait to tell your friends and family about me and the fantastic service you received. When you come across an opportunity, I appreciate you referring me to great people like yourself, who would benefit from the excellent service and personal attention I provide.

## RELATIONSHIPS ARE MORE IMPORTANT THAN TRANSACTIONS

You may have noticed that many real estate agents take a transactional approach to sales--identifying clients, closing the deal, and then moving on to the next one. We choose not to work that way because we believe you deserve more from the professional you decide to work with. That is why we work by referral.

Since our primary source of new business is referrals from the people who know and trust us, we don’t have to spend our precious time prospecting and promoting ourselves. We can dedicate ourselves fully to the activities that benefit our clients the most, and always deliver truly exceptional service.

## Easy Exit Policy

We believe in the service we provide; so much so, if we do not meet or exceed your expectations after 7 days, you can cancel at any time with 24 hour verbal notice or a letter of explanation. This is how we are held accountable for servicing you to the best of our abilities, every step of the way.



We allow you to cancel after 7 days if you are not pleased with our level of service. No cost to you!



If you do decide to cancel, we do ask that you provide a 24 hour notice.

# The Road Map to Purchasing Your New Home

## BUYERS MEETING

During this first meeting we will discuss your home search criteria, preview some example properties online and explain the home buying process in as much detail as you desire.

1

## SET UP SEARCH

As a Huff Group client, you will receive access to "The Portal", which displays MLS generated listings that meet your customized search criteria. Third-party sites like Zillow, Trulia, and Realtor.com can take days to update, versus the MLS portal which is updated immediately.

2

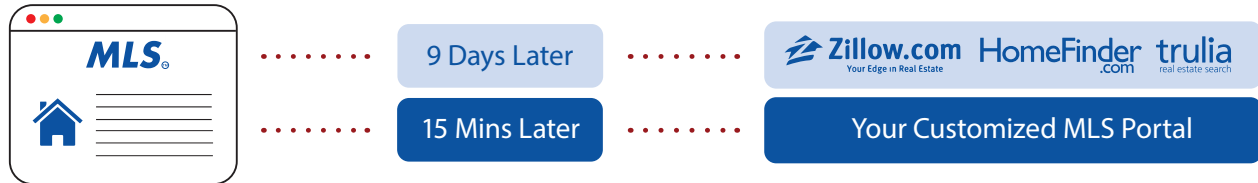
## GET PRE-APPROVED

Before we begin showing, we ask that you obtain a pre-approval from a lender. You are more than welcome to use any lender you wish. We have a handful of lenders we can refer to you that we know will take great care of you and your transaction.

3

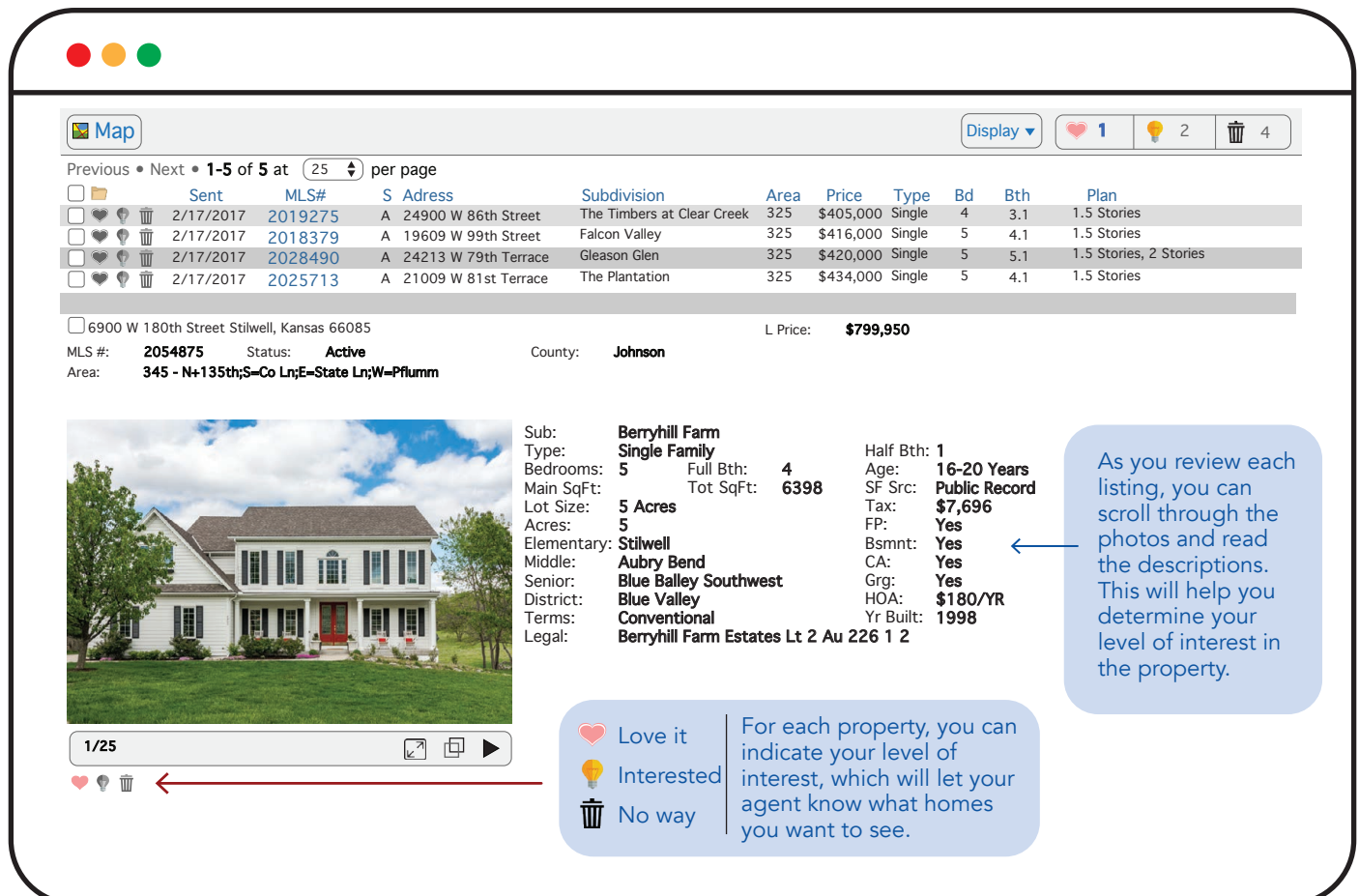
# MLS Portal

The MLS portal is going to be the most up to date home database that you will use when looking for homes. The MLS portal updates every 15 minutes, versus third-party sites like Zillow, HomeFinder.com and Trulia that can take up to 9 days to show accurate information such as home status and price.



## HOW IT WORKS

Your designated agent will enter your search criteria and email notification frequency into the MLS. An email will be sent to you containing a list of all homes that meet your search criteria.



**Map** Display ▾ ♥ 1 💡 2 🗑 4


Previous • Next • 1-5 of 5 at 25 per page

	Sent	MLS#	S	Address	Subdivision	Area	Price	Type	Bd	Bth	Plan
<input type="checkbox"/>	2/17/2017	2019275	A	24900 W 86th Street	The Timbers at Clear Creek	325	\$405,000	Single	4	3.1	1.5 Stories
<input type="checkbox"/>	2/17/2017	2018379	A	19609 W 99th Street	Falcon Valley	325	\$416,000	Single	5	4.1	1.5 Stories
<input type="checkbox"/>	2/17/2017	2028490	A	24213 W 79th Terrace	Gleason Glen	325	\$420,000	Single	5	5.1	1.5 Stories, 2 Stories
<input type="checkbox"/>	2/17/2017	2025713	A	21009 W 81st Terrace	The Plantation	325	\$434,000	Single	5	4.1	1.5 Stories

☐ 6900 W 180th Street Stilwell, Kansas 66085 L Price: \$799,950

MLS #: **2054875** Status: **Active** County: **Johnson**

Area: **345 - N+135th;S=Co Ln;E=State Ln;W=Pflumm**



Sub: **Berryhill Farm**  
 Type: **Single Family**  
 Bedrooms: **5** Full Bth: **4**  
 Main SqFt: **6398** Tot SqFt:  
 Lot Size: **5 Acres**  
 Acres: **5**  
 Elementary: **Stilwell**  
 Middle: **Aubrey Bend**  
 Senior: **Blue Valley Southwest**  
 District: **Blue Valley**  
 Terms: **Conventional**  
 Legal: **Berryhill Farm Estates Lt 2 Au 226 1 2**

Half Bth: **1**  
 Age: **16-20 Years**  
 SF Src: **Public Record**  
 Tax: **\$7,696**  
 FP: **Yes**  
 Bsmnt: **Yes**  
 CA: **Yes**  
 Grg: **Yes**  
 HOA: **\$180/YR**  
 Yr Built: **1998**

As you review each listing, you can scroll through the photos and read the descriptions. This will help you determine your level of interest in the property.

1/25 🖼 📄 ▶

♥ Love it  
 💡 Interested  
 🗑 No way

For each property, you can indicate your level of interest, which will let your agent know what homes you want to see.

# The Home Bu

## Quick Facts



The average buyer sees

**10-15**

homes before submitting an offer.



The average initial offer is

**3%**

below listing price.



Earnest Money

**\$500-\$5000**

\*depending on price of home



Huff Group averages

**98.7%**

buyer sales vs. list price.

## SHOWINGS



Once you access your MLS portal and indicate the properties you are interested in, a Huff Group agent will promptly schedule showings that fit in well with your schedule. All Huff Group agents are highly experienced and capable of highlighting a home's strengths and weaknesses, assisting you in the decision making process.

## SUBMIT AN OFFER



Once you find a home you would like to submit an offer on, a Huff Group agent will run a comparative market analysis (CMA) to determine the home's current market value. Several other factors must be accounted for, such as your financial aspirations for any specific property. Together, you and the Huff Group will determine an offer that makes the most sense for you.

## NEGOTIATIONS



It's not unusual for a seller to counter the initial offer, meaning the price and terms will have to be negotiated. All Huff Group agents regularly participate in courses that continually master their negotiation skills, allowing them to either come to an agreement with the seller or know when to walk away. We represent and advise you throughout the entire process to protect your best interests.



# Buying Process

## INSPECTIONS

Your Huff Group agent will work with you to schedule your full home inspection. During this process, you will want to be present for the home inspector to show you any defects they find in the home. After the inspection, the home inspector will send you a detailed report of their findings on the home.



## Quick Facts



Average inspection is  
**2-3**  
hours on a single family residence.



## RESOLUTIONS

The resolutions step of the Huff Group's home buying process opens the second round of negotiations. During this time, your Huff Group agent will review the inspection report with you and talk about your options for requesting repairs or credits toward repair, which are paid at closing.

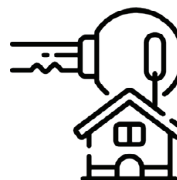


Inspections  
**\$500-800**



## CLOSING

Closing will be held at the title company selected by you and your agent. The closing will be the formal signing of papers including mortgage and transfer of deed. Once your purchase has been closed and your financing has been funded, you will receive possession of your newly purchased home!



The average contract to close is

**52 Days**

# Closing Costs - Who Pays For What?

## Closing Costs & Pre-Paid

LINE ITEMS	TYPICAL COST	WHO PAYS?
Commission	6% Of Purchase Price	Seller
Title Insurance (Seller)	\$350 - \$996	Seller
State Transfer Tax	.0025% of Purchase Price	Seller
Tax Proration	105 - 110% Of Last Tax Bill	Seller
Inspection Fee	\$400+/Visit	Buyer
Earnest Money	\$1000	Buyer
Appraisal	\$400 - \$500	Buyer
Credit Report	\$30 - \$75 Per Borrower	Buyer
Recording Fee	\$250	Both
Lender-Direct Underwriting Fee	\$750 - \$1,000	Buyer
Processing Fee	\$150	Buyer
Flood Certificate	\$18	Buyer
Tax Service	\$85 - \$200	Buyer
Escrow Insurance	1-5 Mos. (If Applicable)	Buyer
Settlement Closing	\$250 - \$1,000	Buyer
Interest Per Day	Loan Amount x Rate / 365	Buyer
Escrow Taxes	1-5 Mos. (If Applicable)	Buyer

## 3% TO BUYER'S AGENT

Agent's Net Profit

Agent Taxes

Agent Business Expenses

Paid to Buyer's Agent Brokerage

## 3% TO LISTING AGENT

Agent's Net Profit

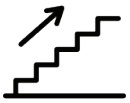
Agent Taxes

Agent Business Expenses

Paid to Seller's Agent Brokerage

# ...But Closing Isn't The End!

Once you've closed on your newly purchased home, the Huff Group continues to maintain a close relationship with you. We promise to keep you informed of market trends affecting your home and surrounding area with monthly updates. We also love seeing our clients throughout the year at our client appreciation parties. Every year we will provide you with a complimentary comparative market analysis so you can always keep current on your home's value! Finally, we make a promise to every client; we promise to provide excellent service to every referral you send our way with the same level of expertise we gave you, every time.



## **OUR CLIENTS STAY ONE STEP AHEAD**

We keep our clients informed of market trends affecting their home and surrounding area with annual updates and an annual item of value.



## **CLIENT APPRECIATION PARTIES**

We also love seeing our clients throughout the year at our client appreciation parties. From the Boulevard Brewery factory to cook-outs at the park, we love throwing parties to show how much we appreciate our client's support and referrals.



## **FINANCIAL PEACE OF MIND**

Every year we will provide you with a complimentary comparative market analysis so you can always keep current on your home's value with a yearly comparative analysis!



## **A TRUSTED SOURCE**

We make a promise to every client; we promise to provide excellent service to every referral you send our way with the same level of expertise we gave you, every time.

# Our Raving Fans



Bryan and his team are the best of the best. They went above and beyond to ensure the process went smoothly for us from start to finish. They made sure we got the house of our dreams and then helped us sell our current home for top dollar. From sale prep advice, to staging, to photography, to closing; his team will take care of you every step of the way. If you are buying or selling your home I can't recommend Bryan and his team enough. They are simply the best!

Bryan was hardworking, professional, and trustworthy. At the first meeting, he formulated a plan, and then implemented it. He has a great team backing him up. I recommend him to anyone selling their property.



## Huff Group

All Activity

★ 5/5 200 Reviews

381 Sales Last 12mo

### Specialties:

Buyer's Agent Listing Agent Relocation Property Management

Our mission is to lead every client's real estate transaction with unparalleled levels of expertise, speed and efficiency. Our exclusive experience, streamlined operations and wealth of different backgrounds uniquely enable us to go become a trusted source for every client providing the highest caliber of marketing, and negotiating to help each client get a great deal. We specialize in assisting buyers and sellers in all areas of Johnson County and Kansas City. We have been consistently ranked the #1 producing Keller Williams Group in the 5 state region. We work 100% referral based and operate on a very specific set of core values.

★★★★★ Highly likely to recommend

Bought and sold a Single Family Home in Lees Summit, MO

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★

I worked with Bryan Huff on the sale of 2 homes over the past year. One home sold in 9 days and the other sold in 3 days. Bryan's team of professionals really made the experience as stress-free as possible. The follow through and constant communication put me at ease through the entire process. Both of my sales proceeded from initial offer, inspections and right through to closing without any complications. I would recommend Bryan Huff with the highest confidence and trust to manage the sale of your most important investments!

★★★★★ Highly likely to recommend

Sold a Single Family home in Lenexa, KS

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

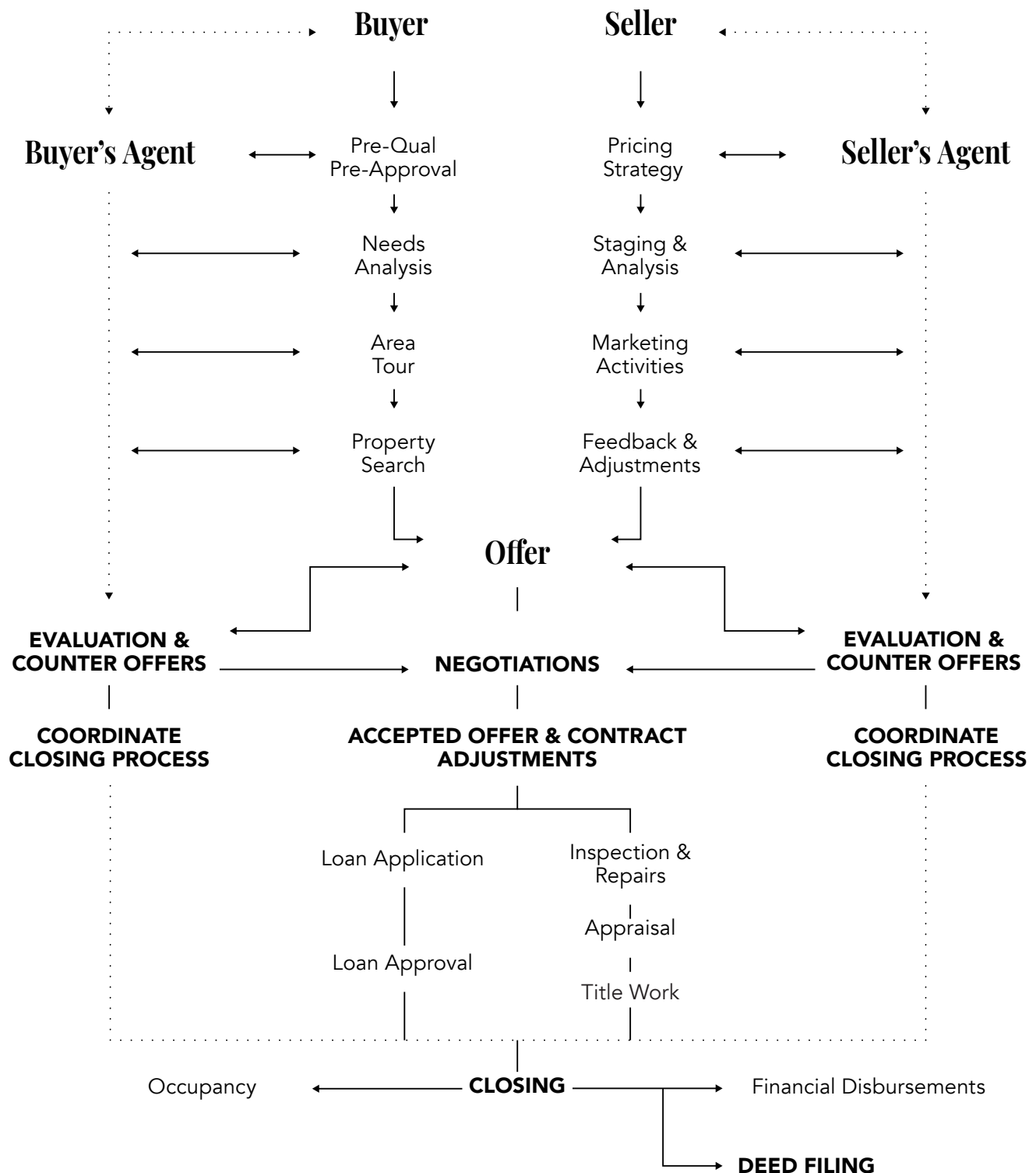
Negotiation skills: ★★★★★

The Huff Group has always worked tirelessly to help us in our real estate needs. Whether buying or selling the team always give us the appearance we are their only client even though we know they help so many at one time! I will always go to The Huff Group for my real estate needs.

**READ MORE REVIEWS!**

[www.zillow.com/profile/huffgroup/](http://www.zillow.com/profile/huffgroup/)

# The Life of a Real Estate Transaction



# 25 Critical Questions for your Realtor

It is important to know the experience and track record of your Real Estate Professional. You must ask these questions to see who will do the most for you.

	OTHER AGENT		THE HUFF GROUP
Are you full time?			Yes
How much experience do you have in real estate?			100 + years
Do you specialize in pre-existing homes?			Yes
Are you part of the RELOCATION program?			Yes (1 of 9)
Do you have a group or work alone?			Group
How many homes have you/your team sold in your career?			5,000+
Do you have a designed marketing program?			Yes
How much do you invest in your marketing?			\$20,000 +/-month
Do you have a follow-up/feedback system?			Yes
What % of your listings sell?			97.1%
What is your list vs. sales price ratio?			103.3%
What is your closed sales volume from this last year?			154+ million
How do you rank within the firm?			#1
How do you rank in my area?			#1 (5 state region)
How many websites will my home be featured on?			400+
How many homes are you currently marketing?			20-25 homes
What is your contract length?			Cancel anytime
Is your office open 7 days/week?			Yes
Do you have a group of affiliate vendors?			Yes
Are you locally/nationally branded?			Yes
On average, how long does it take you to sell a listing?			9 days
Will you be my main contact?			Yes
Do you shoot professional photos and virtual tours?			Yes
Can you sell my home?			Absolutely!
How soon can you start?			Now!

# Frequently Asked Questions

## **DO I NEED A BUYER'S AGENT?**

The buying process has changed a lot over the years due to the increased access to online home search databases; more people are attempting to go through the buying process on their own. Did you know that in many cases, a buyer doesn't pay an agent because the commission is split between the buyer's agent and the seller's agent? A buyer's agent has so much to offer you, ranging from knowledge of the community and schools, to access to the MLS to narrow your home search. When it comes to making an offer, a buyer's agent can help you save money through their professional negotiation skills, guide you through the paperwork, and answer any and all of your questions. In the end, the buyer's agent is paid by the seller.

## **CAN YOU HELP ME FIND NEW CONSTRUCTION HOMES?**

Yes, we can work with most builders and get you the information you need to make a decision. On your first visit with the builder, we will accompany you. You will still receive the services we offer, in addition to those provided by the builder, at no additional cost.

## **CAN YOU SHOW ME FOR SALE BY OWNER (FSBO) HOMES?**

Homeowners trying to sell their home without agent representation are usually doing so in the hopes of saving the commission. If you see a FSBO and want the advantage of our services, let us contact the owner for you and make an appointment. Most times the homeowner will work with agents even though their home is not listed, since the agents are introducing a potential buyer.

## **HOW WILL YOU TELL ME ABOUT THE NEWEST HOMES AVAILABLE?**

The Multiple Listing Service (MLS) provides up-to-date information for every home on the market. We constantly check the "New on Market" list so we can be on the lookout for our clients. We will get you this information right away, the way that is most convenient for you!

## **CAN WE GO BACK THROUGH OUR PROPERTY AGAIN ONCE AN OFFER IS MADE BUT BEFORE POSSESSION?**

Usually, we can notify the seller and schedule a convenient time to visit the property again. Immediately before the closing, we will schedule a final walk-through and inspection of your new home.

## **WILL YOU INFORM ME OF HOMES FROM ALL REAL ESTATE COMPANIES OR ONLY KW REALTY?**

We will keep you informed of all homes that meet your search criteria. Our highest priority is to help you find your dream home, which means we stay on top of every homes that's available on the market.

## Notes

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