



BUYING A HOME IN

PHILADELPHIA

**I Love Philly Homes Team
at**

COMPASS

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ABOUT ME

Born and raised in Central NJ, Gordon moved to Philadelphia in 2007 to attend the Lebow College of Business at Drexel University. With a Bachelors of Science in Business Law and Entrepreneurship, somewhere along the way Gordon fell in love with Real Estate and never looked back. While in college, Gordon leased and helped manage 150+ historical apartments in University City. Shortly after graduating, Gordon represented an apartment community with 1,100 units in Montgomery County as a leasing agent. Gordon has also spent years as a Property Manager and associate broker with OCF Realty, a Boutique brokerage and development firm in Graduate Hospital and now focuses on Real Estate sales and investment full time with Compass Real Estate. With over 11 years of Philadelphia Real Estate experience, Gordon's top priority has and will always be customer service. He is passionate about helping his clients no matter the time of day.



My real estate business has been built around one guiding principle: It's all about you. Your needs, Your dreams, Your concerns, Your questions, Your finances, Your time, Your life.

My focus is on your complete satisfaction. In fact, I work to get the job done so well, you will want to tell your friends and associates about it. Maybe that's why more than 80% of my business comes from repeat customers and referrals. Good service speaks for itself. I'm looking forward to the opportunity to earn your referrals too!

Your Home Search:

I love helping buyers find their dream home! That's why I work with each client individually, taking the time to understand their unique lifestyles, needs and wishes. This is about more than a certain number of bedrooms or a particular ZIP code. It's about your life, and it's important to me.

When you work with me, you get:

- ◆ A knowledgeable and professional REALTOR®
- ◆ A committed ally to negotiate on your behalf
- ◆ Personally touring homes and neighborhoods with you
- ◆ Keeping you informed of new homes on the market
- ◆ Helping you preview homes on the Web
- ◆ Advising you of other homes that have sold and for how much
- ◆ Working with you until we find the home of your dreams
- ◆ Walking you through the entire process from start to finish

ABOUT YOU

Basic Information:

Name

Phone

Email

Name

Phone

Email

Who is the primary contact and what is the best time and way to reach that individual?

When do you need to be in your new home?

Are you pre-approved for a mortgage?

What is your price range?

If we found a home today that meets all of your needs and as many of your wants as possible, would you make an offer?

LIFESTYLE

Who will be living in the home you purchase?

Will anyone else be spending more than an occasional overnight stay (e.g., parents)?

Describe your lifestyle. What do you enjoy doing at home? Do you do a lot of entertaining?

How do you spend your time in the evenings and on the weekends?

Does your home need to accommodate any special needs?

Do you have any pets?

Do you have anything special that needs to be accommodated such as athletic equipment, fine art, large furniture or a large collection?

When people come to your home, what do you want your home to say about you?

Is there anything I should know about your lifestyle that I have not asked?

LOCATION

What is your maximum commute time and distance?

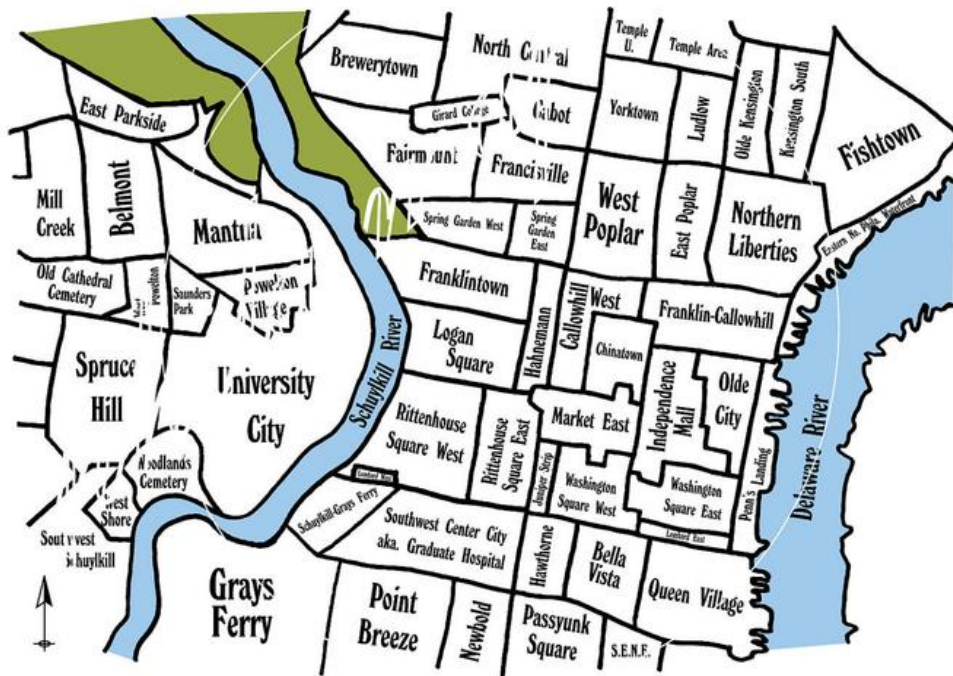
What is your work address?

Are schools important?

Is there a particular view you are seeking (e.g., skyline, lake, mountains)?

What else is important about your location?

THE NEIGHBORHOODS OF CENTER CITY PHILADELPHIA



WISHLIST

GENERAL:

Do you have a preference for when the house was built?

Do you want a house in move-in condition or are you willing to do some work on it?

When people come to your home, what do you want your home to say about you?

STRUCTURE/EXTERIOR:

What type of home are you looking for (e.g., single-family, condo, town house, etc.)?

Approximately what size house are you looking for (square footage)

How many stories?

What size lot would you like?

What architectural styles do you prefer?

Do you want outdoor space?

How important is parking?



HOUSE - INTERIOR:

What kind of style do you want the interior of your home to have (e.g., formal, casual, cozy, traditional, contemporary)?

What kind of floor plan do you prefer (e.g., open vs. walls between all living spaces)?

In general, what are your likes and dislikes for the interior of your home?

BEDROOMS:

How many bedrooms do you need?

How will each of those rooms be used? What are your preferences for the master bedroom?

BATHROOMS:

How many bathrooms do you need? What are your needs for each of the bathrooms?

KITCHEN:

What features must your kitchen have (e.g., breakfast area, types of appliances, etc.)?

What finishes do you want (e.g., countertops, flooring, appliances, etc.)?

What are your likes and dislikes for the kitchen?

DINING ROOM:

What size dining room table do you have?

LIVING ROOM/FAMILY ROOM:

What size room(s) do you have in mind?

What other rooms do you need or want?

What else should I know about the inside of the house you are looking for?

SUMMARY:

What are the top five things your home *needs to have*?

- | | |
|----|----|
| 1) | 4) |
| 2) | 5) |
| 3) | |

What are the top five *deal breakers*?

- | | |
|----|----|
| 1) | 4) |
| 2) | 5) |
| 3) | |



HOME BUYING PROCESS



THE MORTGAGE & LOAN PROCESS

1. Financial Pre-Qualification or Pre-Approval

- ◆ Application and interview
- ◆ Buyer provides pertinent documentation including verification of employment
- ◆ Credit report is requested
- ◆ Appraisal scheduled for current home owned, if any

2. Underwriting

- ◆ Loan package is submitted to underwriter for approval

3. Loan approval

- ◆ Parties are notified of approval
- ◆ Loan documents are completed and sent to title

4. Title company

- ◆ Title exam, insurance and title survey conducted
- ◆ Borrowers come in for final signatures

5. Funding

- ◆ Lender reviews the loan package
- ◆ Funds are transferred by wire

Why Pre-Qualify?

I recommend all my clients get pre-qualified before beginning their home search. Knowing exactly how much you can comfortably spend on a home reduces the potential frustration of looking at homes beyond your means.



MAKING AN OFFER

Once you have found the property you want, we will write an offer AKA an agreement of sale. While much of the agreement is standard, there are a few areas that we can negotiate:

Price:

What you offer on a property depends on a number of factors including its condition, length of time on the market, buyer activity, and the urgency of the seller. While some buyers want to make a low offer just to see if the seller accepts, this often isn't a smart choice, because the seller may be insulted and decide not to negotiate at all.

Move-In Date:

If you can be flexible on the possession date, the seller will be more apt to choose your offer over others.

Additional Property Included:

The seller plans on leaving major appliances in the home; however, which items stay or go is often a matter of negotiation.

Typically, you will not be present at the offer presentation. We will present the offer to the listing agent and/or seller. The seller will then do one of the following:

- ◆ Accept the offer
- ◆ Reject the offer
- ◆ Counter the offer with changes

By far, the most common is a counteroffer. In these cases, my experience and negotiating skills become powerful in representing your best interests. When a

counteroffer is presented, you and I will work together to review each specific area of the counteroffer, making sure that we move forward with your goals in mind and ensuring that we negotiate the best possible price and terms on your behalf.

CLOSING 101

It's finally time for settlement! Closing day marks the end of your home-buying process and the beginning of your new life!

To make sure your closing goes smoothly, you should bring the following:

- ◆ A certified check for closing costs and your down payment
- ◆ An insurance binder and paid receipt
- ◆ Photo IDs
- ◆ Social Security numbers
- ◆ Addresses for the past 10 years

Transfer of title moves ownership of the property from the seller to you. The two events that make this happen are:

1. Delivery of the buyer's funds This is the check or wire funds provided by your lender in the amount of the loan.
2. Delivery of the deed A deed is the document that transfers ownership of real estate. The deed names the seller and buyer, gives a legal description of the property, and contains the notarized signatures of the seller and witnesses.
3. At the end of closing, the deed will be taken and recorded at the county clerk's office. It will be sent to you by mail after processing by the title company.



FAQ

How will you tell me about the newest homes available?

The Multiple Listing Service Website provides up-to-date information for every home on the market. I constantly check the New on Market list so I can be on the lookout for my clients. I will get you this information right away, the way that is most convenient for you: by phone and/or email.

Will you inform me of homes from all real estate companies?

I will keep you informed of all homes. I want to help you find your dream home, which means I need to stay on top of every home that's available on the market.

Can you help me find new construction homes?

Yes, I can work with most builders and get you the information you need to make a decision. On your first visit with the builder, I will accompany you. By using my services with a new construction home purchase, you will receive the services I offer, as well as those provided by the builder, at no additional cost.

How does for sale by owner (FSBO) work?

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 advantages of my services, let me contact the owner for you and make an appointment. Most times the homeowner will work with an agent even though their home is not listed, since the agent is introducing a potential buyer to their property.

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.

Once my offer is accepted, what should I do?

Celebrate and focus on moving into your new home! You will want to schedule your move, pack items and notify businesses of your address change. I will provide you with a moving checklist to help you remember all the details. You will also receive a good faith estimate and closing statement, which will indicate the amount you will need to bring to closing.

GOING ABOVE & BEYOND

To me, providing exceptional service involves more than just making your real estate dreams come true. It requires taking the next logical step; helping you through the details after you officially own your home.

I have a vast network of service professionals who I work with and provide to my clients including:

- ◆ Mortgage Lenders
- ◆ Title Companies
- ◆ Home Inspectors
- ◆ Movers
- ◆ Real Estate Attorneys
- ◆ Accountants
- ◆ Insurance Companies
- ◆ Plumbers
- ◆ Electricians
- ◆ Roofers
- ◆ Masons
- ◆ Carpet and Flooring Specialists
- ◆ Handymen
- ◆ General Contractors
- ◆ Wholesale Appliances
- ◆ Property Managers
- ◆ Water Proofers
- ◆ Exterminators
- ◆ Alarm Companies

And Many More!



WHAT'S AHEAD

Let's look for a new home! The information we discussed about your wants, needs and desires were all taken into account when I chose these homes. In some cases, my clients find their dream home on the first day. In other cases, it takes more time to find the right home. Rest assured, there is a home out there just right for you. We just have to find it.

To assist you in the home search journey, I will organize a list of homes showing us the following information for each:

- ◆ Photos of the home
- ◆ The home address
- ◆ The current asking price
- ◆ The square footage and property taxes
- ◆ The number of bedrooms and baths
- ◆ The age and lot size
- ◆ Unique features and comments

Once we narrow down the list of properties that are of interest, I will:

- ◆ Provide you with more detailed information about the home
- ◆ Review the county tax records for tax liens, etc.
- ◆ Schedule a personal visit to the home
- ◆ Tour the home with you
- ◆ Determine how the asking price compares with other homes in the area
- ◆ Answer any and all questions you may have

