



# BUYER PRESENTATIONS

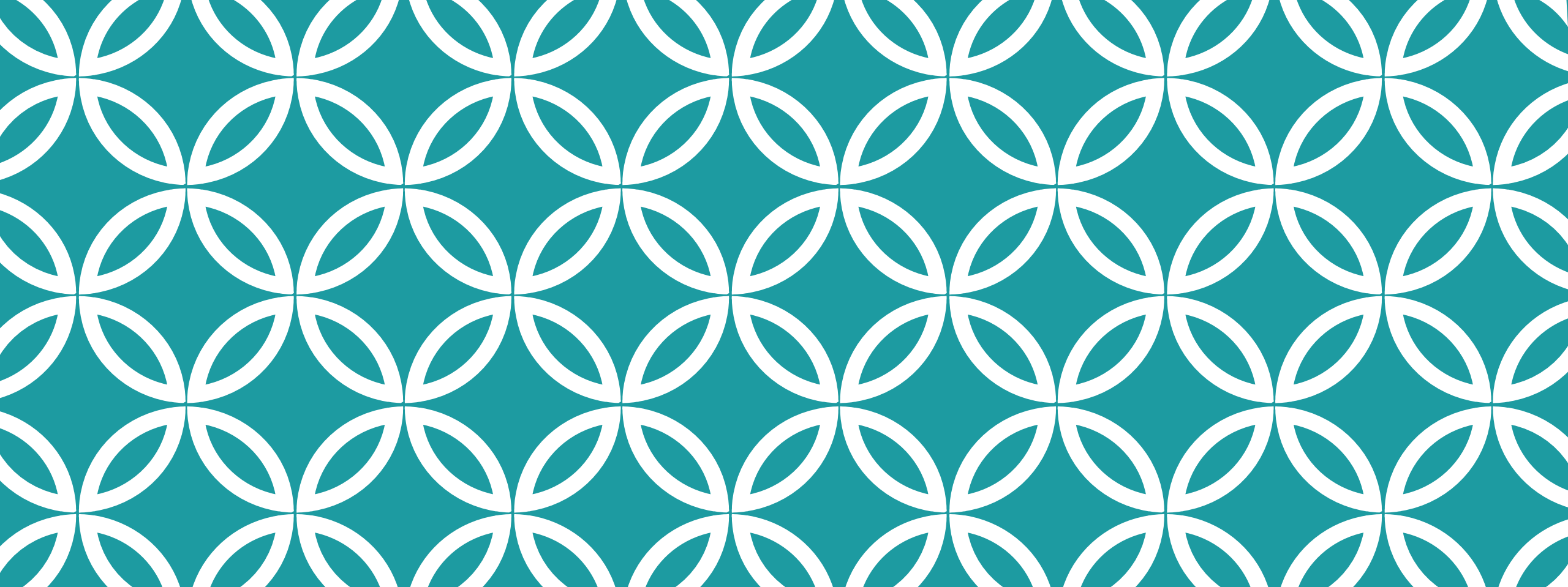
Brunch & Learn 10/11/23

# OBJECTIVE

Why do we need a presentation?

What goes into a buyer presentation?

How do I put one together?



**WHY DO WE DO A BUYER'S  
PRESENTATION?**



IT'S AN INTRODUCTION TO *WHO* YOU ARE AND  
*HOW* YOU DO BUSINESS.

Organized & Efficient

Informative

Branded

Polish

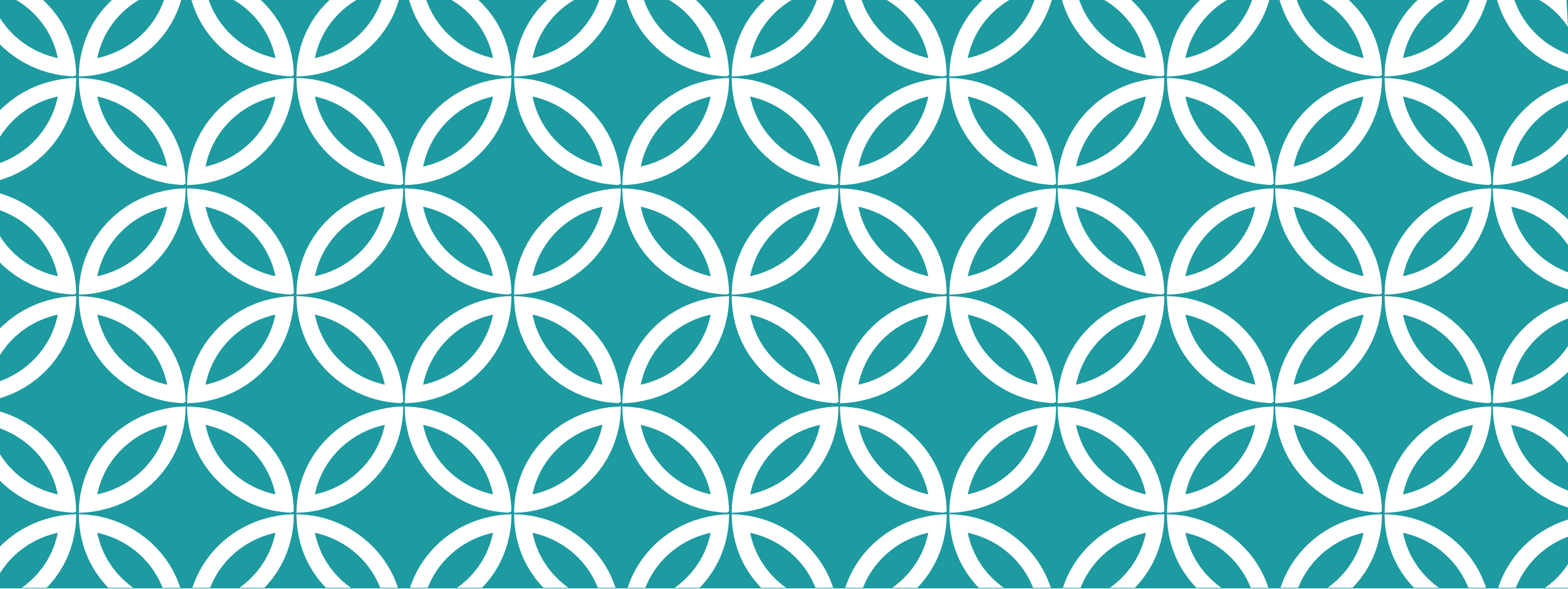
IT'S AN INTRODUCTION TO *WHO* YOU ARE AND  
*HOW* YOU DO BUSINESS.

## Informative to Buyers

- Process
- Timelines
- Market Conditions
- Documentation
- Mortgage Implications
- Vendors

# THINGS OF NOTE...

- This is a living document - It should NEVER be finished
- Inclusive material may be market dependent (Buyer/Balanced/Seller)
- Mortgage information may change rapidly
- Programs and opportunities change



# WHAT GOES IN A BUYER'S PRESENTATION?



# WHAT'S INCLUDED?

Should be informative

Should be relevant

Should be personalized

Should add value



# THREE STEP APPROACH

- Set up template in Hanna Presentations utilizing company pages for the bulk of the presentation
- Creation of personalized material in programs such as *Canva*
- Samples of documentation

# EXAMPLES OF PERSONALIZED PAGES

- Cover Page
- Letter to Homebuyer
- Testimonials
- Personal Information Page
- Social Media Page
- Home Buying Process
- What I Provide my Clients
- Common Home Style Examples
- Mortgage Product Comparisons
- Open House/Showing Etiquette
- 11 Signs That Your Mortgage Will to a Successful Approval
- Vendor List



**HOME**  
— VALUE —  
MARKETING  
by  
ADAM KLOCK



Real Estate Services

**Dear Homebuyer,**

Congratulations!

You have made an important and exciting decision to become a homeowner. If this is your first property or your hundredth, the process of buying a home is not as simple as it may seem. That is where I step in! As your exclusive buyer's agent I will always be available to answer your questions, educate you on market trends, negotiate on your behalf and protect your financial interests.

There are many steps involved and it is important to do your own research. However, this packet will get you started. Please use it as a guide throughout your home buying experience.

I look forward to helping you move into your new home!

Yours truly,

Adam Klock  
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*Thank you for the consideration and referral. I appreciate your business!*

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Brockport Howard Hanna Branch Manager and Full Time Real Estate Agent with Howard Hanna Real Estate Services

Married to wife, Melanie in 2017. We have a blended family of four children. Lucy (2006), Maddie (2009), Cole (2012), & Cooper (2012)

Melanie is the Gifted & Talented teacher at Northwood Elementary School where she has taught since 2000. She is also the head coach of our daughter's competitive travel softball team.

Lucy is in 11th grade at Hilton High School and is a member of the Varsity Volley Ball team and Varsity Softball teams. She is also the starting first baseman/OF for her competitive travel softball team.

Maddie is in 8th grade at Merton Williams Middle School and is a member of the chorus & band programs. She also studies piano, voice, plays JV Basketball, modified Volley Ball and also plays on a competitive travel softball team.

Cole is in 5th grade at Northwood Elementary and loves to draw, play trombone and play baseball and basketball for the Hilton Travel teams.

Cooper is in 5th grade at Northwood Elementary. He is a green belt in Karate, plays percussion, and loves to sing and video game construction.

I am a graduate of Hilton High School '00, Ithaca College '04 (Bachelor of Music Ed.), Nazareth College '08 (Master of Science in Ed.)

Taught vocal music and musical theatre at Hilton High School for 13 years.

*Each of my clients receives my focused and personalized commitment to the purchase or sale of your home.*

#### Awards

- 2019 - Rising Star
- 2019 - Rookie of the Year
- 2020 - Silver Sales Award
- 2021 - Champions Club Member
- "One Team, One Dream" Award Recipient-
- Top 10 Realtors on Social Media from PropertySpark.com-



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Howard Hanna Real Estate Services  
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## Testimonials

Brad & Courtnie W.

As first-time homebuyers, we were more than a little overwhelmed to begin the process of finding our new home. Luckily, we had the great opportunity to work with Adam Klock who guided us through the process. We toured a home that we loved, and by that evening, Adam had prepared a purchase offer and even walked us through each step of the document to make sure we understood what was included. Adam's guidance was thorough and put us at the center of the process. If we ever had a question, needed help, or just wanted to talk through something on our minds about the home, he was there to help us out. His dedication to us as his clients was clear as day, and we could not have been more grateful for his help purchasing our first home!

Darene Dwyer

Adam is without doubt the best realtor I have ever worked with. He keeps you up-to-date on what is going on with the property from start to finish! He is professional and very personable at the same time. I can't thank you enough for hiring him and giving me the opportunity to work with him.

Sue Zona

Adam went above and beyond in helping us with the sale of our house. He always had answers for all of my questions and was always very prompt getting back to me.

Bev & Jim Soanes

Adam was great. It was a long distant move and he handled everything!! We couldn't be happier with our new home!!

Robin Andrews

Adam was a professional from start to finish. He took the time to answer all of my questions and I felt comfortable that he knew the market well. His recommendations and suggestions helped us get top dollar for the home in a short period of time. Great communicator and passionate about his business. I would definitely recommend Adam again.

Steve Valerio

I very much appreciated and enjoyed working with Adam. His knowledge and experience was essential to a successful outcome. My 127 year old house, out in the country, was going to attract only a very specific type of buyer. Adam found that buyer and negotiated a very favorable transaction. Adam was a very effective communicator. He answered all of my questions in a timely, professional, and friendly manner. He was honest with me and kept me informed through all stages of the process. Again, my listing presented a limited appeal to prospective buyers, but every time I spoke with Adam, he made it seem like my house was his most important listing. Working closely with Adam was like working with a friend. I have recommended him to other friends considering selling homes, and will not hesitate to recommend him further in future.

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SOCIAL MEDIA

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## MAP TO HOME BUYING PROCESS





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## Open House Etiquette

- You should always sign in at an open house, and follow any rules the agent may request of you, such as taking off your shoes before walking through the home.
- Before you head out the door, it helps to know what you want in a home! If you have a list of "must-haves" or even just a few notes on what you'd like, bring it with you!
- Come ready with questions! You can ask about different features of the home or neighborhood.
- Sign in to the open house – not only is it the polite thing to do, you'll also get updates on the home.
- Have a tape measure handy, and know any measurements important to you. For example, if you have an oversized couch, knowing its dimensions will help you see if it will fit in this home.
- Take pictures to remind yourself of important features! While it's considered rude to share these online, taking a few pictures for your personal use can help you keep track of the houses you're visiting.
- If you're visiting a few open houses in a single day or weekend, take notes on the homes! That way, you'll remember which one had the killer staircase and which one had the giant kitchen.
- Open houses generally won't allow pets, so don't bring them! And, while children can be welcome additions to a home tour, younger kids may not get as much out of it – so consider leaving them home so you can view the home distraction-free!
- Unless you're told otherwise, you can explore spaces like closets and pantries – this is your chance to check out the storage space in the home.
- If weather permits, make sure you explore outdoor spaces as well. This can help you get an understanding of the yard, any fencing or gates, the garage, any outdoor storage sheds, patios and porches, etc.







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## TOP 11 SIGNS THAT YOUR MORTGAGE WILL LEAD TO A SUCCESSFUL APPROVAL:

1. I will not change jobs, become self-employed, quit my job or go on disability.
2. I will not buy a car, nor a truck, van, boat, or Harley.
3. I will not apply for or use any credit cards excessively or fall behind on my payments.
4. I will not spend any of my money set aside for closing
5. I will not omit debts or liabilities such as child support or alimony from my loan application and claim I forgot.
6. I will enjoy my existing belongings so that I don't buy furniture or any other expensive items that requires financing.
7. From now until closing I will not allow anybody to pull my credit report, nor go online and check it myself.
8. I will not make large deposits or accept money from anyone without first checking with my LOAN OFFICER first.
9. I will not change or close any bank accounts.
10. I will not co-sign a loan for anyone.
11. I will not use my overdraft.

If I even think about possibly considering any of these items I will contact my LOAN OFFICER AND/OR REAL ESTATE AGENT before I make any changes in my financial profile.

### Common Home Styles

Colonial	Cape Cod	Contemporary	Ranch
			
This style of two-story house has been a mainstay of residential architecture for many years. These are generally well-built houses, with many being custom built. Their main appeal seems to be the spaciousness and elegance.	This very practical one and one-half story style of house has been popular for many years, with most capes concentrated in the northern regions. Many resale capes have been expanded over the years for increased living area.	These "casual" houses are usually sheathed in redwood or stained hardwood and come in many sizes and shapes	This style of house features one-level living. There may be a full or partial basement. Generally, a garage is attached to the side of the house.

Split Level	Raised Ranch	Tudor	Victorian
			
This style of house became very popular following World War II because of the amount of space and utility provided. Split levels fall mostly into two types: side-to-side and front-to-back.	This style of house is also referred to as a split ranch or raised ranch. The bi-level house is a modified version of the ranch house, with the major difference being that the lower level is more out of the ground than in the ground. Seldom is there a basement.	Tudors and other English style houses were built during the period of the late 1800s through the 1920s, with later similar styles built in the late 1970's & 1980's. The combination of stucco and distinctive wood trim exterior provides the Tudor style house with a uniqueness which is most appealing.	The Victorian style of house was built in various models during the turn of the last century. Home buyers appreciate the architectural nuances of Victorian houses including large porches and interesting bay windows.

## Attorneys & Home Inspectors



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# EXAMPLES OF DOCUMENTATION SAMPLES

- Agency Disclosure
- Purchase Contract
- Personal Property Addenda
- Escalation Clause
- Property Condition Disclosure
- HSA Warranty



## PURCHASE AND SALE CONTRACT FOR RESIDENTIAL PROPERTY

**WARNING: THIS CONTRACT FORM CANNOT BE USED IF THIS TRANSACTION IS COVERED BY THE HOME EQUITY THEFT PREVENTION ACT (Section 265-a of New York Real Property Law).** Plain English Form published by and for the exclusive use of the Greater Rochester Association of REALTORS®, Inc., the Monroe County Bar Association, and those County Bar Associations that have approved its use. **COMMISSIONS OR FEES FOR THE REAL ESTATE SERVICES TO BE PROVIDED ARE NEGOTIABLE BETWEEN REALTOR® AND CLIENT.** When signed, this document becomes a binding contract. Buyer and seller should consult their own attorney. Buyer acknowledges that information contained in the Multiple Listing Service is not guaranteed and should be independently verified before signing this Contract.

TO: Jane Seller and \_\_\_\_\_ (the "Seller")

FROM: Joe Buyer and \_\_\_\_\_ (the "Buyer")

Seller agrees to sell, and Buyer agrees to purchase, the real property described below on the terms stated in this Purchase and Sale Contract for Residential Property, as well as the Addenda referenced herein and attached hereto (collectively, the "Contract"). Seller and Buyer may each be referred to individually as a "Party" and collectively as the "Parties."

### 1. PROPERTY.

(A) **Property Description; Seller's Power and Authority.** Real Property known as 123 Main Street in the County of Monroe  Town  City  Village of Greece, State of New York, Zip 14626 also known as Tax No. 262-000-123-098-234-000, including all buildings and any other improvements and all rights which the Seller has in or with the premises (the "Property"). Approximate Lot Size: 90' x 120' or .24 acres. Description of buildings on Property: Single Family Residential Ranch-style home w/ attached 2-car garage, in-ground pool & detached shed.

Seller represents to Buyer that: (i) Seller owns the Property and has the power and authority to sell it, (ii) Seller is not in bankruptcy, and (iii) Seller has sufficient funds (including the proceeds from this sale) to close this transaction and pay Seller's closing expenses.

(B) **Other Items Included in Purchase.** Any of the following items and all related equipment and accessories for such items now in or on the Property are included in this purchase and sale, which Seller represents are owned by Seller: All awnings, carbon monoxide detectors, central vacuum system, curtain and traverse rods, electric garage door opener and remote control devices, exhaust fans, fences, fireplace screens and enclosures, flowers, garbage disposal, heating systems (except as provided in Paragraph 5(G)), hoods, intercom equipment, lighting fixtures, ceiling fans, mail box, plumbing systems, septic and private water systems, satellite dishes, screens, security systems and security codes, sheds, shrubs, smoke detectors, storm doors, storm windows, sump pumps, swimming pool, trees, underground pet containment fencing with transmitter and collar receiver(s), wall-to-wall carpeting and runners, water softeners, window boxes, window blinds and shades, and the following, if built-in: air conditioning (except window units), humidifier, TV antennae, TV wall mount, basketball apparatus, cabinets, dishwashers, microwave ovens, mirrors, outdoor playsets, ovens, shelving, stoves, and trash compactors. Buyer agrees to accept these items in their present condition. Other items to be included in the purchase and sale are:

Items excluded are: no exclusions

Seller represents that Seller has good title to all of the above items to be transferred to Buyer and will deliver a Bill of Sale for the above items at Closing (as hereinafter defined below in Paragraph 2(A)).

Seller shall cause any heating, plumbing, air conditioning, electrical systems and included appliances to be in working order at the time of Closing, except for no exceptions. The prior sentence shall not be construed as a warranty or guarantee after Closing.



# PRESENTATION PAGES

- For the Buyer – Your Agent’s Role
- Getting Started
- Contract to Closing
- For the Buyer – Inspections Required When Purchasing a Home
- What are seller’s concessions?
- Real Scout
- Hanna Concierge
- For the Buyer – The 100% Money back Guarantee
- What Not to Do When Closing

# WHERE TO FIND PRESENTATION SLIDES



















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- Partner Pages 4
- Custom Pages
- My Pages 206
- Brokerage Pages 202**
- Office Pages 1

Brokerage Pages > New York > Marketing - NY

## Marketing - NY

Folder

Title & Description	Date Created		
 100% Money Back Guarantee For the Buyer	May 15, 2018	 ADD	
 100% Money Back Guarantee For the Seller	Jun 5, 2018	 ADD	
 2018 NY Market Share For the Buyer and Seller	Jun 24, 2019	 ADD	
 <b>Hanna Home Concierge</b> For the Buyer & Seller	Jun 8, 2022	 REMOVE	
 <b>Hanna Home Concierge</b> For the Buyer & Seller	Jun 8, 2022	 REMOVE	
 <b>RealScout</b> For the Buyer	Jul 28, 2020	 REMOVE	

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**Brokerage Pages 202**

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Brokerage Pages > Howard Hanna New York > FAQs - Tips - Processes - HHNY

## FAQs - Tips - Processes - HHNY

Folder

Title & Description	Date Modified		
 Buyer's Flow Chart Buyers Page	Jul 8, 2017	+ ADD	...
 Checklist - Before Moving Day Buyers & Sellers Page	Jul 8, 2017	+ ADD	...
 Checklist - For Moving Day Buyers & Sellers Page	Jul 8, 2017	+ ADD	...
 Contract To Closing Buyers Page	Dec 26, 2017	+ ADD	...
 Experienced Buyer's Agent Buyers Page	Oct 8, 2017	- REMOVE	...
 Getting Started Buyers Page	Oct 8, 2017	- REMOVE	...
 Inspections Required Buyers Page	Jul 8, 2017	+ ADD	...
 Listing Flow Chart Sellers Page	Jul 8, 2017	+ ADD	...
 New Home Checklist Buyers Page	Oct 8, 2017	- REMOVE	...

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 100% Money Back Guarantee Buyers Page	Dec 26, 2017	 REMOVE ...
 100% Money Back Guarantee Sellers Page	Dec 26, 2017	 ADD ...
 2017 Market Share Buyers & Sellers Page	Feb 18, 2021	 ADD ...
 Customized Marketing Sellers Page	Oct 8, 2017	 ADD ...
 Exclusive Programs Sellers Page	Jul 12, 2017	 ADD ...
 Faster Sale Sellers Page	Oct 8, 2017	 ADD ...
 Hanna Perks Sellers Page	Jul 8, 2017	 ADD ...
 Howard Hanna Rankings Buyers & Sellers Page	Feb 18, 2021	 ADD ...
 HowardHanna.com Buyers & Sellers Page	Oct 10, 2017	 ADD ...



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## Financial Services HHNY

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	2nd Look Program Buyers Page	Oct 2, 2017	+ ADD	...
	Buy Before You Sell Program Sellers Page	Oct 2, 2017	+ ADD	...
	Contract to Closing Buyers Page	Oct 8, 2017	+ ADD	...
	Dos & Dents - Mortgage Process Buyers & Sellers Page	Oct 2, 2017	+ ADD	...
	Homeowners Insurance Buyers & Sellers Page	Jul 8, 2017	- REMOVE	...
	HSA Home Warranty Buyers & Sellers Page	Feb 10, 2021	+ ADD	...
	Loan Application Items Needed Buyers & Sellers Page	Oct 2, 2017	- REMOVE	...
	Personal Property Inventory Buyers & Sellers Page	Jul 8, 2017	+ ADD	...
	Sellers Concessions Buyers Page	Oct 8, 2017	- REMOVE	...