**What is in a buyer’s book?**

**Goals:**

* Informative to Buyers
	+ Process
	+ Timeline
	+ Market Conditions
	+ Documentation
	+ Mortgage Implications
	+ Vendors
* Introduction to ***who*** you are and ***how*** you do business
	+ Organized
	+ Informative
	+ Branded
	+ Polish

**Possible Pages –** Not exhaustive - *italics denote Hanna Presentation Document*

* Cover Page
* Letter to the homebuyer
* Personal Page
* Social Media
* *For the Buyer – Your Agent’s Role*
* *Getting Started*
* Home Buying Process
* *Contract to Closing*
* *For the Buyer – Inspections Required When Purchasing a Home*
* *What are seller’s concessions?*
* Common Home Styles
* *Homeowners Insurance – Insurance to Value*
* *For the Buyer – The 100% Money Back Guarantee*
* Mortgage Comparisons
* Open House Etiquette/Showing Etiquette
* 11 Signs that your mortgage will lead to a successful approval
* *What Not to Do When Closing*
* Vendors (Attorneys, Home Inspectors, Mortgage Loan Officers, Hanna Home Concierge)
* Agency Disclosure - *Sample*
* Purchase Contract- *Sample*
* Personal Property addenda- *Sample*
* Escalation Clause- *Sample*
* Property Condition Disclosure- *Sample*
* HSA Warranty - Application