



THE JOHN L. SCOTT
HOME BUYING ADVANTAGE
STRATEGIES FOR **TODAY'S HOUSING MARKET**

John L. Scott
REAL ESTATE

“It’s about the
possibilities in our client’s lives.™”

Six Strategies for Today's Housing Market

- 1 What's Important to You?**
Define your goals and expectations
- 2 The Home Search**
Find your home with instant notifications
- 3 Key Market Strategies**
Understand sales activity intensity
- 4 Financing Your Home**
Enhance certainty for the seller
- 5 Your Trusted Advisor and Advocate**
Prepare and negotiate purchase agreement
- 6 The Home Purchase Process**
Manage the transaction and timelines

Your trusted advisor with you
every step of the way

Knowledge

WE'RE LOCAL,
WE'RE GLOBAL

STRATEGY

NEGOTIATIONS

REPRESENTATION



Member of the National Association of Realtors®



WHAT'S IMPORTANT TO YOU?

Define Your Goals and Expectations

Define your "wants" versus your "must-haves" to determine which combination of features is most important to you.

WHY ARE THESE FEATURES IMPORTANT?

MUST-HAVES

WANTS



	Wants	Must-haves	Why?
bedrooms	4	3	office / den
bathrooms	3	2.5	guest bath
Sq ft	2200	1800-2000	entertaining
Yard	large	fenced	dog
Community	downtown	urban	mass transit
Shopping/ restaurants	close-by	walking distance	lifestyle

HOME, COMMUNITY, LIFESTYLE

Clarify Your Priorities

SIZE



STYLE



CONDITION



LOCATION



Identifying your goals and expectations early on provides a smoother home buying process.

THE HOME SEARCH

Helping You Find Your Home

BE IN CONTROL OF THE HOME SEARCH PROCESS

- See all listings from all companies
- Create search boundaries by community, neighborhood or favorite school
- Customize search criteria
- See large photos and detailed listing information

Previous Next

\$599,999 Your Neighborhood
4 Beds 2.75 Baths 3,528 Sq Ft

Map/Directions Loan Calculator

Luxury home in desirable comm. the Arbors in Sunrise! This 4 bed 3 bath home has covered front porch that leads to a well crafted home w/ beautiful finishes & open floor plan. Hdw.d. a throughout the main w/ white mlwk. Chefs kit. w/ sub. tile, granite counter top, custom painted cabinets & huge pantry. Kit. nook leads to outdoor covered patio & large backyard. Upstairs is a dream master w/ spa like tub double shower heads & extra lg. bonus. Walking distance to sought after schools.

Property Type	Single family home	County	Pierce
Bedrooms	4	Year Built	2014
Bathrooms	2.75	HOA Dues	50
SqFt	3,528		
Lot SqFt	8,596		

Architecture

Exterior <ul style="list-style-type: none">Cement/Concrete	Foundation <ul style="list-style-type: none">Poured Concrete
Roof <ul style="list-style-type: none">Composition	Style <ul style="list-style-type: none">2 Story

More information about this property

Name

Phone

Send Text (SMS)?

Email

Message (optional)

Schedule a tour

Jordan Kingston
Broker
425-555-9355
jordan.kingston@johnlscott.com
www.jordankingstonjohnlscott.com

John L. Scott REALTY

Search Homes Buying Selling Home Valuation Find Office/Agent Join Us About Contact Us

Criteria City, Address, School, ZIP, MLS# or JLS#

Map

\$599,999

4 Beds 2.5 Baths 2,990 SF Lot acre: 4.98 MLS # 1420372

MOORLAND WEST BELL

- \$699,999 3 Beds 2.5 Baths 28 Days on Market 2,982 Sqft 1 Lot sqft
- \$582,000 4 Beds 3 Baths 20 Days on Market 2,886 Sqft 1 Lot sqft
- \$579,000 4 Beds 3 Baths 20 Days on Market 2,886 Sqft
- \$350,999 4 Beds 3.25 Baths 40 Days on Market 3,120 Sqft 3.17 Lot acre/s

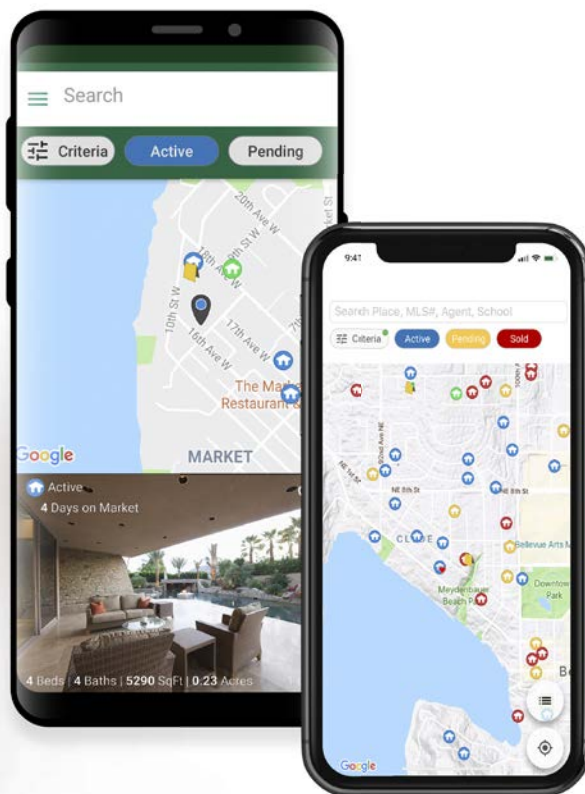
www.JohnLScott.com

MOBILE SEARCH

All Listings, All Companies



John L. Scott Mobile App



SEARCH ON THE GO

- The John L. Scott Mobile App allows for easy access to search for homes anywhere, anytime.
- The GPS feature allows you to see all properties (active, pending, and sold) in your vicinity.
- Connect to your Property Tracker® account to save favorites on the go.

We've got **you covered**
with all the **tools you need!**

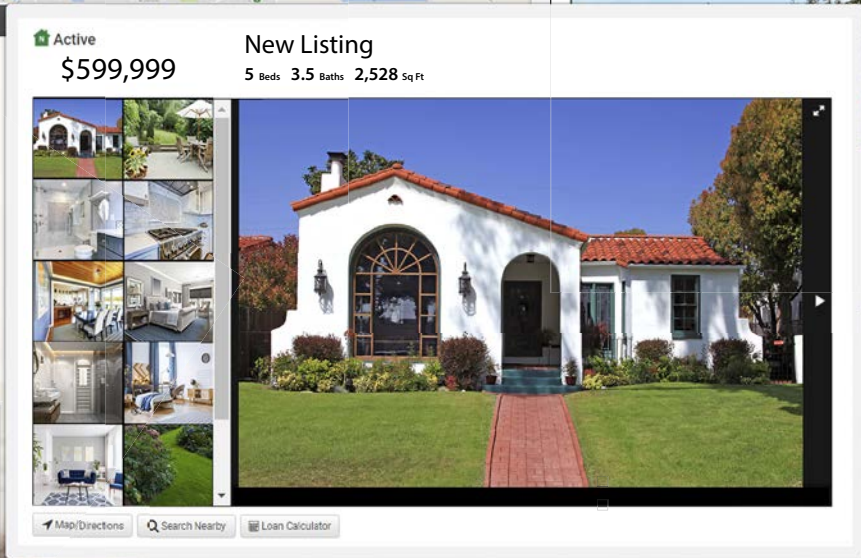
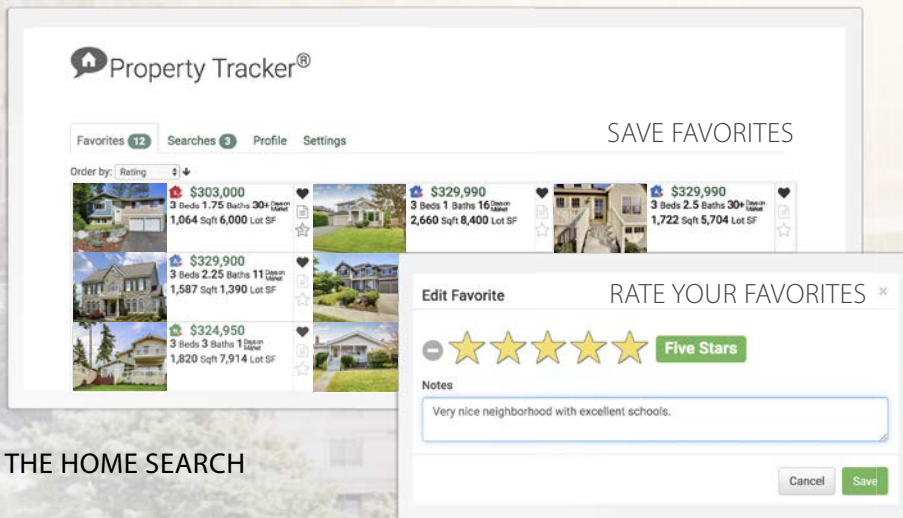
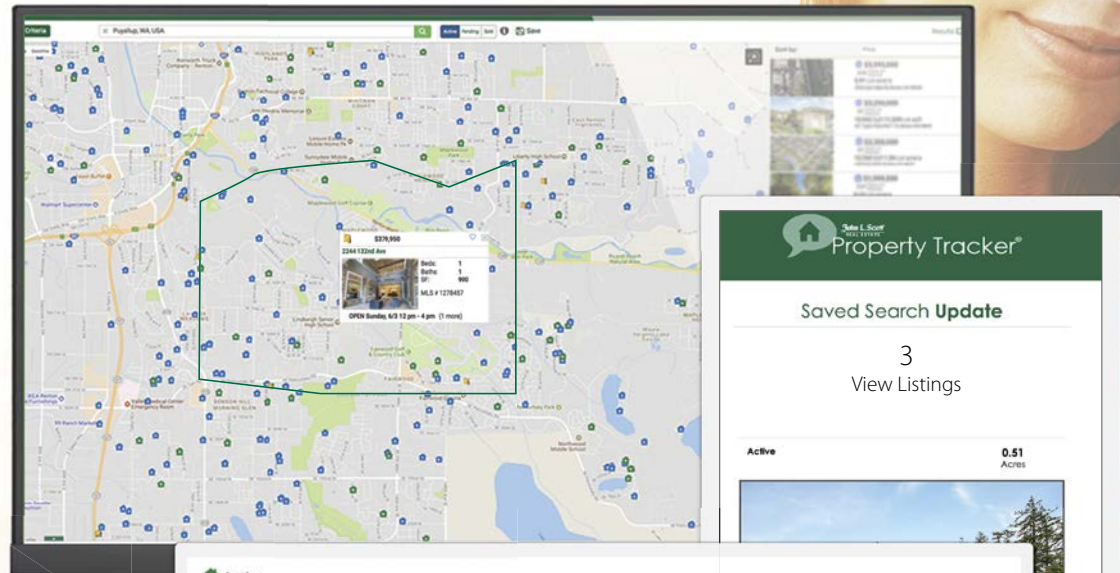
INSTANT NOTIFICATION OF NEW LISTINGS

Be the First to Know with Property Tracker®

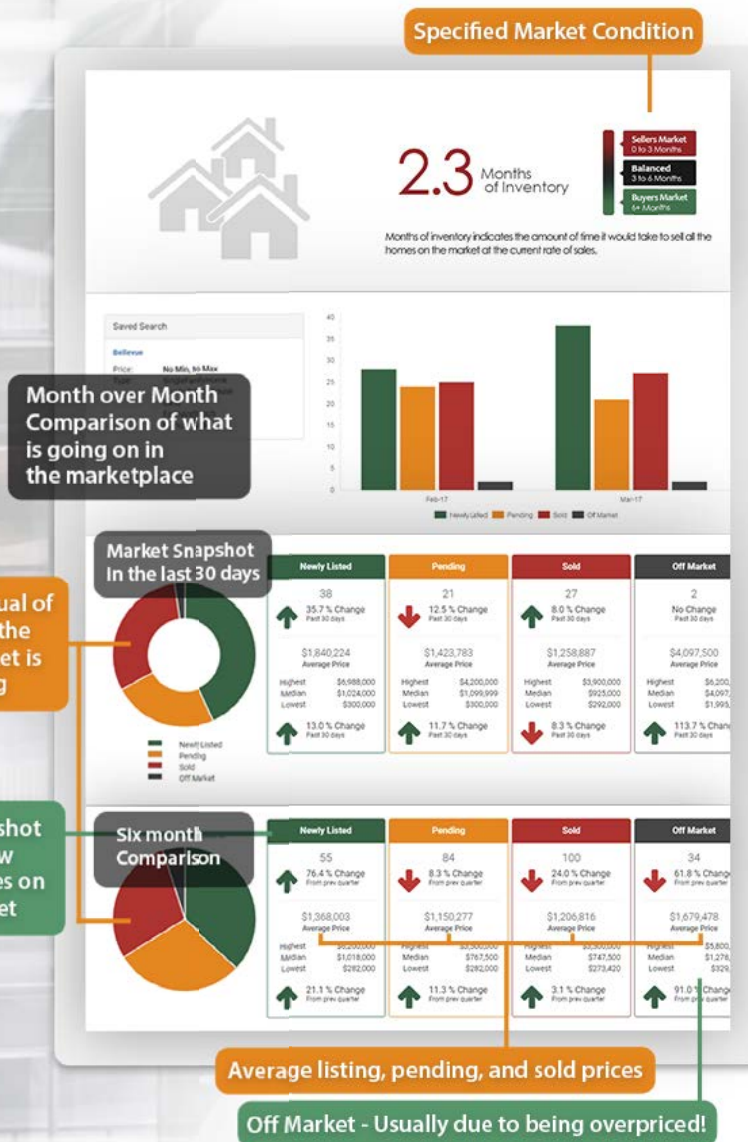
STAY ORGANIZED

Create and manage searches and favorites through your personal Property Tracker® dashboard.

- Create and save searches
- Receive **instant notification** of new listings via **text or email**
- Save favorites
 - Take notes
 - Rate favorites
 - Receive status and price updates



MARKETINSIGHTS™ For Your Selected Search Area



RECEIVE MONTHLY INSIGHTS

ON ANY SAVED SEARCH

- Market activity and trends
- Month over month stats
- Six month comparison
- Average prices
- Months supply of inventory

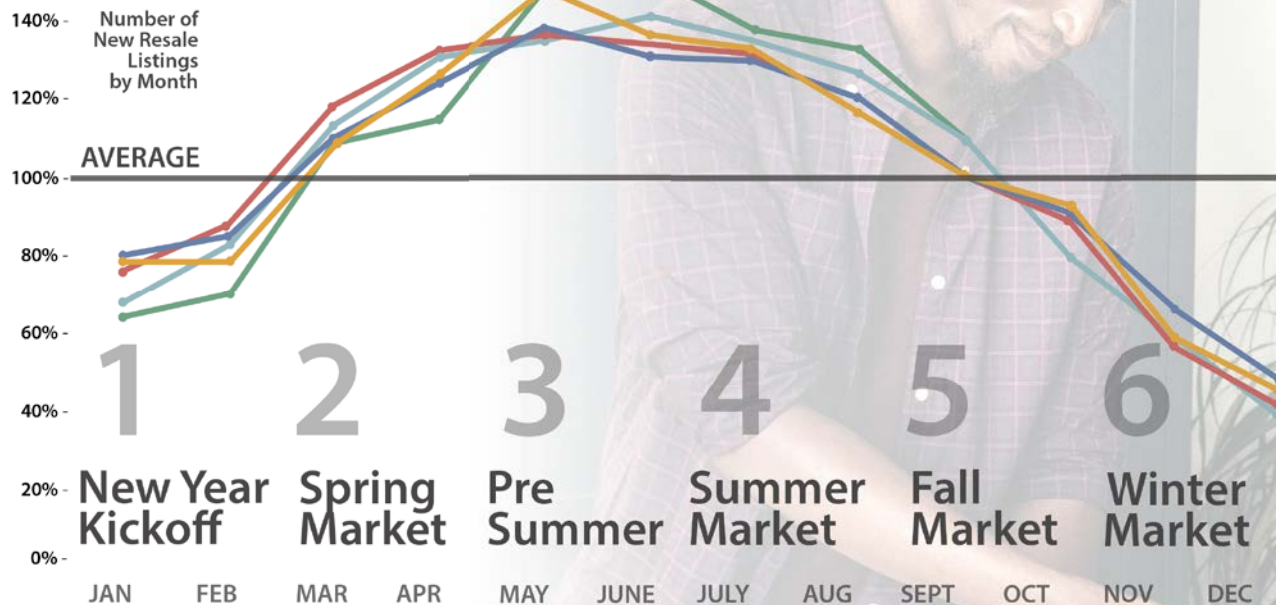
Let us help you customize your Property Tracker® settings.

TODAY'S MARKET STRATEGIES

The Yearly Housing Cycle

THE REAL ESTATE MARKET IS SEASONAL

It is important you know how supply and demand in each specific phase affects pricing strategies.



*Five-year span of new resale listings

The best time to buy a home is when the **timing is right for you.**

INTERPRET THE DATA

Sales Activity Intensity

Let us guide you through the data, statistics, and numbers to help you make informed, educated, and confident choices throughout the home buying process.

Knowing the key market indicators and **sales activity intensity by price range for your search area** will help us evaluate the velocity of the current market and develop a pricing and offer strategy.

HOW DOES THE MARKET AFFECT YOU?

BUYERS MARKET

Selective Buyer Activity Intensity

- More than 5 months of inventory
- More homes available for sale

As a buyer, that means....

- More selection
- Less buyer competition
- Flat or softening of home prices

HEALTHY MARKET

Healthy Sales Activity Intensity

- 5 months of inventory is considered a healthy market

As a buyer, that means....

- Healthy buyer demand
- Healthy supply of homes for sale

SELLERS MARKET

High Sales Activity Intensity

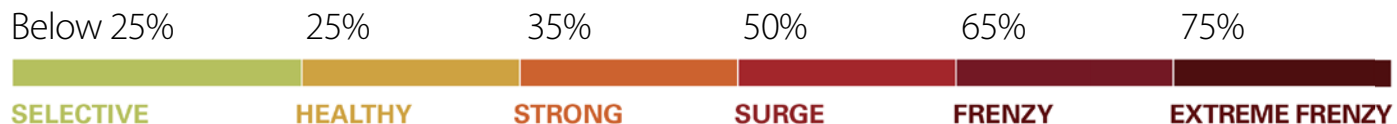
- 3-4 months or less of inventory
- Low or shortage supply of unsold inventory

As a buyer, that means....

- Less selection
- More buyer competition
- Potential multiple offer situations

SALES ACTIVITY INTENSITY SCALE

Percent of new listings pending in the first 30 days



UNDERSTAND THE LOCAL MARKET

Your Search Area - Your Price Range

When it comes time to negotiate for the best price and most favorable terms, we want you to feel confident you're getting the right home at the right price, aligned with your goals.

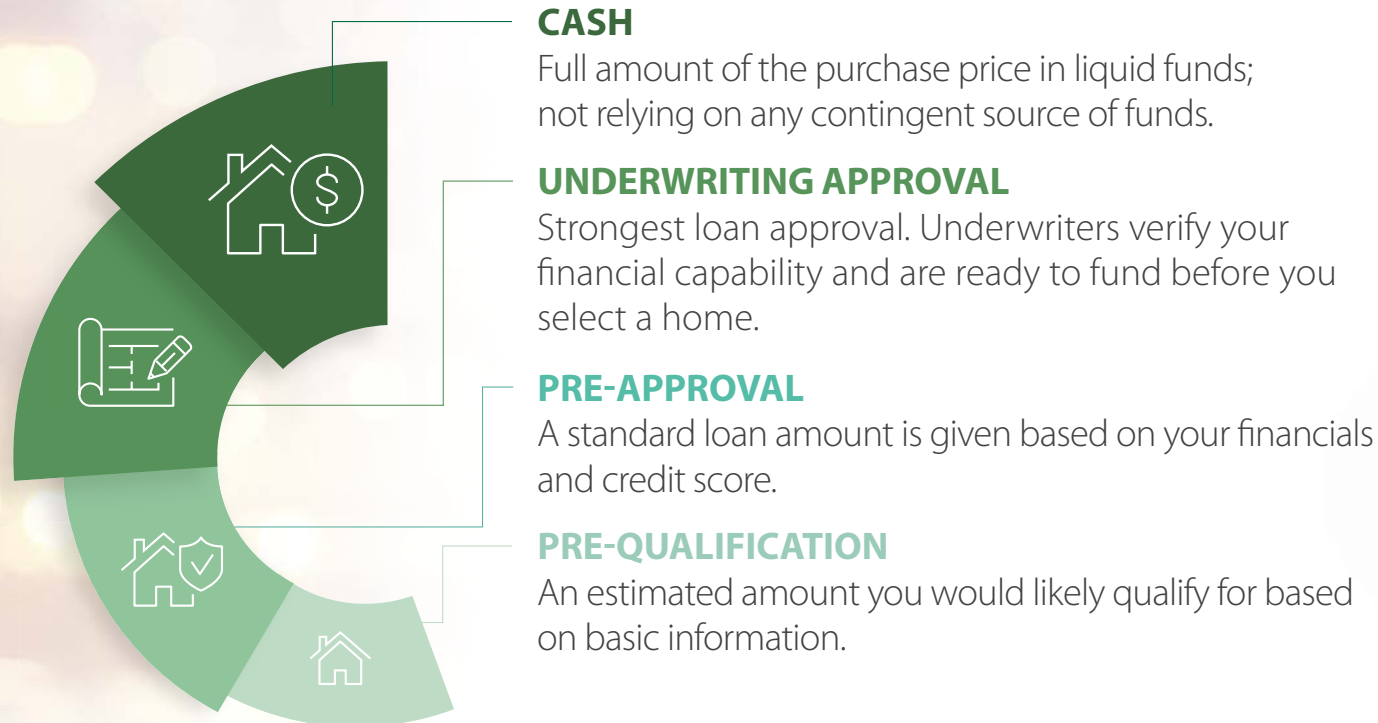


Understand Key Market Indicators

PARTNER WITH A LENDER

Financing Your Home

We will partner with you and your lender to position you in the best light when competing with other offers. This will also provide any seller with a higher sense of certainty when reviewing your offer.



HOW DO YOU PLAN TO FUND YOUR PURCHASE?

It is imperative you share any contingent source of funds for your home purchase with your lender and Realtor® as early as possible.

- Proceeds from home sale
- Future earnings / stock
- 401k / Retirement funds
- Gift money

YOUR TRUSTED ADVISOR AND ADVOCATE

Exceptional Service, Exceptional Results™

Once you've selected a property, we want you to be confident with the price and terms of your offer.

- ▶ As your trusted real estate advisor and advocate, we will help you analyze recently sold data to help you determine the best offer price.
- ▶ We will guide you through selecting the appropriate paperwork and negotiate the most favorable buyer terms on your behalf.

Your representative throughout
the **entire process**



THE HOME PURCHASE PROCESS

Keeping You On Track



YOUR SUPPORT TEAM

Working Together for a Successful Closing

These are some of the professionals that will be involved in a successful closing:

➤ **LOAN OFFICER**

Walks you through loan options, gathers documents, takes formal loan application.

➤ **LENDER/UNDERWRITER**

Reviews documents from Loan Officer and gives final loan approval.

➤ **INSPECTOR**

Evaluates the property for potential issues and provides a report detailing their recommendations (buyer typically pays for inspection when inspection is conducted).

➤ **APPRAISER**

Estimates the market value of the home (for the bank/lender).

➤ **TITLE**

Protects homeowner against loss or damage occurring from liens, encumbrances, or defects in title or actual ownership of the property.

➤ **ESCROW**

Independent neutral third party by which the interests of all parties to the transaction are protected. Escrow will hold earnest money, prepare closing documents, and schedule for signing.

HOW DO YOU KNOW WHO TO CHOOSE?

Just like your John L. Scott broker associate, the team you work with should be knowledgeable, experienced and willing to work with you to complete your home purchase.

We are happy to recommend lenders, inspectors, title and escrow companies and other professionals.

BIG NUMBERS AT John L. Scott Real Estate

FOUNDING MEMBER

Leading REAL ESTATE
COMPANIES
OF THE WORLD®

LP LUXURY
PORTFOLIO
INTERNATIONAL®

“It’s about the possibilities in our client’s lives.™”

110+
Offices

JOHN L. SCOTT
RECOGNIZED AS
TOP 20
REAL ESTATE BRAND
IN THE NATION

NEARLY
33,000
transactions
One client at a time

OVER
3,000
Broker Associates

IN WASHINGTON
OREGON
IDAHO
CALIFORNIA

\$14 Billion+
in sales volume

MY COMMITMENT

Helping You Make the Right Move

100% Buyer Representation

- ▶ Listen, discover and understand what's important to you
- ▶ Help you with the home search process
- ▶ Share key market indicators to help you make an informed decision
- ▶ Negotiate the purchase price and terms
- ▶ Communicate with you each step of the transaction



SUPPORTING OUR COMMUNITY



50 DINNERS SERVED AT
RONALD MCDONALD HOUSES

LAST YEAR
THE JOHN L. SCOTT
FOUNDATION
HELPED SPONSOR

30
EVENTS

WHICH HELPED
RAISE NEARLY

\$18 M

FOR
CHILDREN'S HEALTHCARE

M = Million

Living Life as a Contribution® is our core value at John L. Scott