

Expert Real Estate Louisville, KY
You'll Know What to Do!

I am applying for a job.
I want to be *your*
trusted Realtor!



***Free MLS search* at**
[www.joehaydenrealtor.com!](http://www.joehaydenrealtor.com)

Joe Hayden, Realtor
502-641-3776
www.expertrealestatelouisville.com
www.joehaydenrealtor.com



Our Signs Say *Sold!*

Expert Real Estate Louisville, KY

You'll Know What to Do!

- ◆ We are your local **Expert Real Estate Consultants**. If you have a question, we have the answer.
- ◆ We will successfully get your transaction to close with the absolute **minimum hassle**.
- ◆ We utilize the **latest technology** to simplify your search for a new home.
- ◆ We pride ourselves on communication to keep you **fully informed** throughout the process.
- ◆ Our services are provided at **little or no cost** to you, the homebuyer!
- ◆ We provide **investment property** services, **relocation services** and we are **short-sale** experts.
- ◆ **Expert Real Estate** is affiliated with **S.G. Priest Realtors**, Steve Priest - Principal Broker, a Louisville-based realty company with **over 50 years experience** in the local community.

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Fact

Professional negotiations can save you significant amounts of your money

We average a **4.2% reduction in price when we negotiate for our clients.**

Versus

Our competitors average a **3.3% reduction.**

Who would you rather have negotiating for *you* in a real estate transaction?

Source: The Great Louisville Association of Realtors statistics for all sold single-family and condominium units in the year 2007. These statistics directly compare S.G. Priest Realtors with all other real estate companies in the local Association.

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Expert Real Estate 5-Step Buying Method



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Expert Real Estate 5-Step Buying Method

Financial Analysis The *critical first step* to buying a home is to look at your investment goals, assets, income, debts, credit scores, and other factors to determine a range of home prices suitable to your needs.

Needs and Wants Prior to beginning the search for your perfect home, we help define that *perfect home* just for you! We discuss your needs and wants and weigh each of these factors to simplify the search for your new home.

Home Search We devise a home search strategy specific to your needs designed to make you a *competitive shopper*. We give you several easy-to-use tools and methods to search for your new home. In addition, we set up automated homes searches that continually inform you of the status of the current market through email.

Negotiations This is the flagship of our value to you as a homebuyer. We will help you *thoroughly analyze* the market so you can best determine a fair price for your new home. We will provide all of the necessary paperwork, plus guide you throughout the negotiations to ensure your best interests are *represented and protected*.

Closing We will *maintain communications* with all parties involved and competently guide your transaction through to closing per the negotiated terms.

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It is a **statistical fact** that approximately **80% of all homebuyers** begin their search for a new home on the internet.

Here is a list of just some of the sites we use to locate your new home. When used in conjunction with the *local MLS*, these sites provide you with a tremendous number of options for finding your perfect home.



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The Expert Real Estate Home Buying System

* ***No Advance Fees*** of Any Kind.

Except in rare circumstances, we will be compensated by the seller for all of our services to you. You will have the option to utilize the services of a professional home inspector or other independent vendors during the contingency phase of negotiations. You will be responsible for compensating these vendors directly.

* ***"No Pressure"*** Negotiations.

We will never allow you to be pressured by a seller or a seller's agent. All negotiations will be handled through our office and any counteroffers or changes will be presented to you by phone or in person. You will be allowed to make your decisions in private.

* ***Simple Buyer's Agency Contracts!***

In order to protect our efforts and interests in helping you find your perfect home, we may require you to enter into an exclusive buyer's agency agreement. Typically, we do not utilize such agreements, but if you would like our services to purchase a home that is not listed with an agency, we will require that you enter into a contractual agreement to define and protect the interests of all parties involved.

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Frequently Asked Questions

⇒ **Why should we use you to help us purchase our new home?**

Buyers don't need an agent to buy a new home. They need an agent to help them negotiate the best price, with the most favorable terms, with the minimum amount of hassle. They need an *Expert Agent* who can successfully navigate the real estate waters and guide their transaction to closing in a professional, timely manner.

As an affiliate of *S. G. Priest Realtors*, we draw on over *50 years experience* and a positive reputation in the Louisville area. Our clients know they can depend on us to successfully quarterback their transaction.

***We offer many benefits your ordinary real estate agent does not:* a mastery of the internet for locating a new home, a proven track record of successful negotiations, constant communication, and the strong desire to ensure you are completely satisfied with your new home.**

We believe in earning your business everyday, and we strive to provide you with superior levels of client service. If we cannot do this, then we just do not deserve your business.

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Frequently Asked Questions

⇒ **I've heard it is expensive to use a buyer's agent when purchasing a new home. How much will you charge me?**

Typically, *little or nothing at all!* When you purchase a home that has been listed by an agency, the seller has agreed to compensate the buyer's agent for handling the buyer's side of the transaction. This is why you are free to choose a representative of your choice, and I *strongly recommend* using us to represent only you in the transaction.

In addition, we *protect your interests* during negotiations by never revealing to the sellers or the seller's agent your motivation to buy, or any other factor that could weaken your position. This *ensures* you negotiate from a position of strength and stand the greatest chance of receiving the best possible deal.

While we are in a business for profit, we do not depend on one single transaction for our well-being. Therefore, *our motivation remains finding the perfect home for you.* We will never pressure you to purchase a home you do not want or need.

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Frequently Asked Questions

⇒ **Once we have reviewed this buyer's packet, what do we do next?**

Call or email our office and we will set up an appointment to meet with you and outline a strategy to help you buy the perfect home.

We will put you in touch with several financial professionals who can help you decide which pricing level is going to be best for you, and we will define your wants and needs.

In addition, we will answer any questions you may have about how our services can benefit you, how to best search for a home, and what steps are involved in a residential real estate transaction. We are here to make this process as hassle-free as possible, and to have fun doing it!

Thank you for taking the time to review this buyer's packet! We look forward to serving you, and **we guarantee you will be satisfied!**

Not intended as a solicitation of your business if you are currently working with a Realtor.

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