

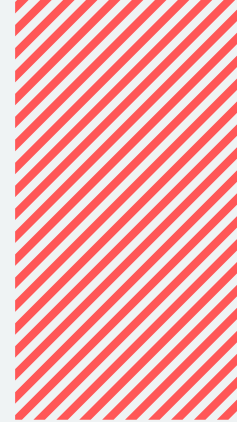


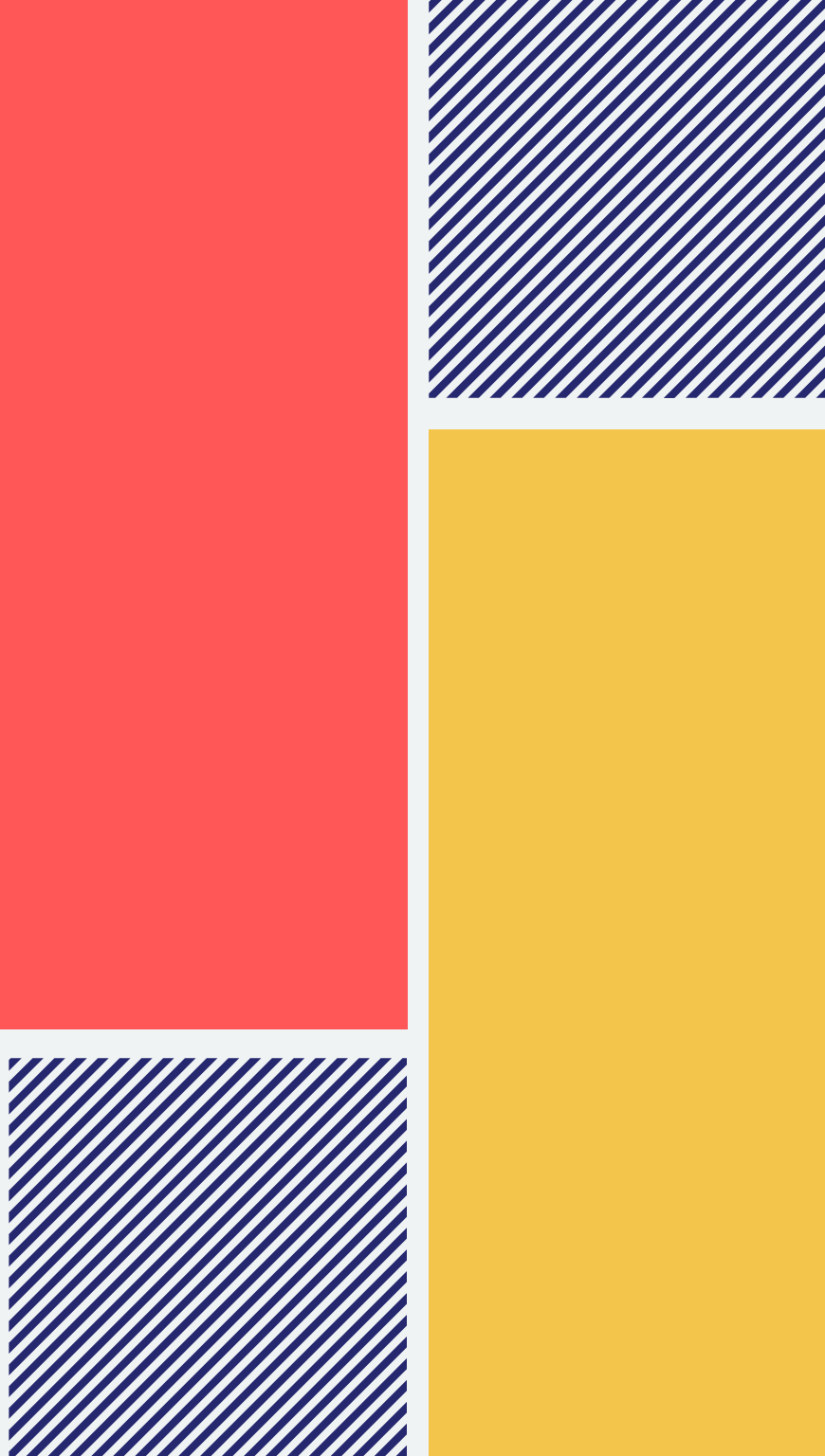
The Buyer Journey



Rob Campbell
REALTY GROUP

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REALTY





**ROB CAMPBELL REALTY
GROUP**

The Buying Process



**SET YOURSELF UP FOR
SUCCESS**

Real Estate Business Models



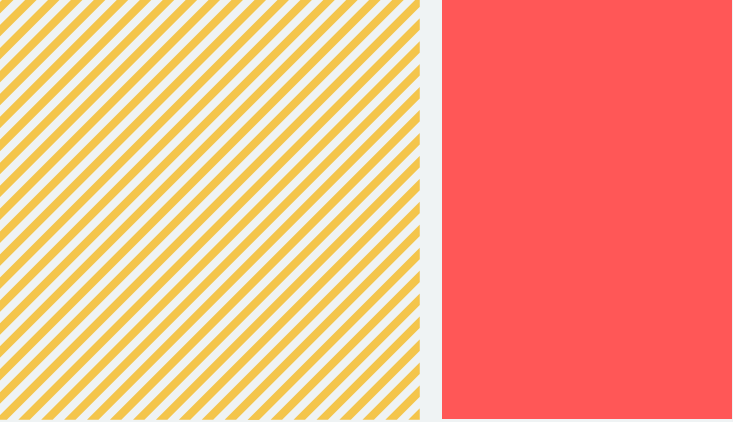
Rob Campbell
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vs

THE BIG BOX TEAM

- Focus is placed on the process
- Priority is placed on great relationship with my sellers and ensuring I have the time to properly communicate and service my clients.
- My goal is to help you buy a home for the best price and in the shortest amount of time.

- Focus is placed on listing as many properties as possible to generate online leads to feed their team.
- More junior or inexperienced members on the team.
- The longer the listing is on the market, the better. This provides them with more online leads.



My Commitment To You

1

I will work hard for you to assist with achieving your real estate goals.

2

I will be your direct contact throughout the process.

3

I will ALWAYS tell you the straight up truth.

4

I will not exaggerate anything to get your business.



Setting You Up for Success

MY RESPONSIBILITIES AS YOUR AGENT ARE TO:

- PROVIDE YOU WITH EXPERT REAL ESTATE ADVICE & KNOWLEDGE.
- EDUCATE YOU ON HOME OWNERSHIP RESPONSIBILITIES INCLUDING,
 - HOME MAINTENANCE
 - LIFESTYLE & QUALITY OF LIFE CHOICES
- ASSISTING YOU WITH FINDING YOUR DREAM HOME
 - PROVIDING YOU WITH DETAILS ON NEIGHBORHOODS
 - AVOIDING HIDDEN LANDMINES
- NEGOTIATING THE BEST OFFER
 - SELLER CONCESSIONS
 - MULTIPLE OFFER STRATEGY
- CONNECTING YOU WITH RELATIONSHIPS AND RESOURCES
 - LAWYERS, HOME INSPECTORS, MORTGAGE BROKERS, TRADES, ETC.
- UNDERSTANDING THE FINANCE SIDE OF A PURCHASE.
 - PRE-APPROVALS AND WHY THEY ARE IMPORTANT
 - DOWNPAYMENT OPTIONS
 - DEPOSITS. HOW MUCH DO I NEED?
- WHAT HAPPENS IF I DON'T BUY THE HOME?
- WHY USE A REALTOR?
 - IS THERE A COST?
 - ENTERING INTO AN AGREEMENT WITH A REALTOR



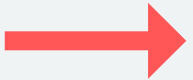
The Market

THERE ARE 3 DIFFERENT TYPES OF MARKETS IN REAL ESTATE.



Sellers Market

Fewer houses on the market than there are buyers. Often highly competitive with multiple offers on a single listing and even over list price. Less than 3 months of inventory.



Balanced Market

New inventory is coming on the market to replenish the sold listings and keeping inventory at balanced at 3 months. Homes are often selling 1 - 3% under list price.



Buyers Market

Inventory levels and days on market increase. You now have more than 3 months of inventory on the market. There are more houses than there are buyers so your listing needs to stand out from the rest in terms of preparation and price.



The Market

WHERE WE ARE TODAY:

A discussion of today's market

- Short-term, narrow focused recent activity
 - Are we in a seller's, balanced or buyer's market?
 - This will impact communities, home styles and price points differently.
- Seasonality. (Strongest in the spring, slower in the winter***Typically)
- The long term general market overview
 - Real estate is a long term investment with an average growth rate of 2% a year. In 2022, it was 7%,



Additional Expenses

THERE ARE A FEW EXPENSES TO BE AWARE OF THAT YOU WILL BE RESPONSIBLE FOR AS A BUYER:

- Home Inspection
 - Cost: \$300 - \$500+ (depending on the home size & complexity of the home. ex: Septic tank inspection)
 - A home inspection will safeguard you against the stress of unexpected expenses when buying a home.
- Legal Fees
 - Typically between \$1,000 & \$2,000.
 - A lawyer will transfer assist in transferring the home title and will protect you with the purchase of your new home.
- Condo Document Review
 - \$350 - \$550
 - When purchasing a condo, Ensuring the health of the condo, as well as the board, is top-notch. Protecting you from expenses & headaches.



Additional Expenses, continued

- Appraisal Fee
 - Cost: \$300 – \$350
 - If you put more than 20% down, expect to pay this fee. If you pay less than 20% CMHC often covers this expense
- CMHC Fees
 - Typically between \$10 – \$100+ /month
 - If you are receiving a mortgage for more than 80% of the total purchase price, your loan will need insurance.
- Mortgage Broker
 - \$0
 - A mortgage broker will work with multiple lenders to find you the best mortgage solution for you.
- Real Estate Agent
 - \$0
 - The seller's brokerage is responsible for compensating me for bringing them a qualified buyer.



The Buying Timeline

Here is an example of the journey to buying your next home!





Communication

HERE IS MY NORMAL CLIENT COMMUNICATION PLAN

1

ANY USEFUL FEEDBACK

Most realtors do not leave feedback. I will reach out to agents after their appointment & provide you with any useful feedback.

2

CHANGES IN THE MARKET

I will notify you immediately if I notice a change in the market that requires your attention.

3

SALES ACTIVITY

I will set you up on a Market Watch System to automatically email you whenever there is a new listing, a price change, or a sale in your search area

4

AVAILABILITY

I am available through email, phone and text. Please understand that I work to reply to all messages in a timely manner but other clients, family or personal obligations may hinder my response time. Also, I end my work day at 7pm. Any communications received after that time will be returned the following day.



Negotiation

LET'S TALK ABOUT NEGOTIATING AND WHAT HAPPENS WHEN WE MAKE AN OFFER

There are several elements of a contract that need to be discussed.

1. The price

2. The deposit

- Homes under \$500k = \$5,000. Over \$500k = \$10,000 (normally)

3. The conditions

- Typical conditions include, home inspection, financing, and a condo document review.

4. The terms

- RPRs
- 24 hour walk throughs
- Professional cleaning, etc

5. Closing dates

6. Included goods.

- Normal inclusions = fridge, stove, dishwasher, stove, window coverings, etc. Anything fixed to the wall or structure.

THE GOAL OF THE NEGOTIATIONS IS TO HAVE EVERYONE WALK AWAY FEELING LIKE THEY HAVE WON!

What My Clients Say



"ROB WAS FANTASTIC TO WORK WITH WHEN BUYING OUR HOME IN AIRDRIE AB. HE WAS VERY ATTENTIVE TO OUR NEEDS AND KNOWLEDGEABLE ABOUT THE AREA AND FAST CHANGING HOUSING MARKET. HE WAS ALWAYS AVAILABLE ANYTIME OF THE DAY TO VIEW HOMES AND TO ANSWER ANY QUESTIONS. HE ALWAYS TOOK INTO CONSIDERATION WHAT WE WERE LOOKING FOR IN A HOME. ROB HAS A VERY CALM, FRIENDLY AND PROFESSIONAL MANNER THAT MADE US FEEL AT EASE AND HE WILL BE OUR FIRST CALL IF WERE EVER LOOKING FOR A HOME AGAIN!"

BRAD S



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Rob Campbell
REALTY GROUP



ROB CAMPBELL HELPED US NAVIGATE A NEW CITY ANSWERING OUR ENDLESS QUESTIONS ABOUT LOCATION, TRAFFIC AND AMENITIES FOR MANY PROPERTIES. ONCE WE ARRIVED IN CALGARY HE SET UP SHOWINGS WITH VERY LITTLE NOTICE. ROB GAVE AN HONEST ASSESSMENT OF PROS AND CONS WITH EACH PROPERTY. WE NEVER FELT PRESSURED TO MAKE AN OFFER UNTIL WE FOUND THE RIGHT PLACE. WITH HIS HELP WE LANDED OUR DREAM RETIREMENT HOME. WE WOULDN'T HESITATE TO RECOMMEND ROB TO ANYONE WANTING TO RELOCATE TO CALGARY. "

MARK & PAULA



Rob Campbell - REALTOR
Chamberlain Real Estate Group
Email: rob@tcgroup.com
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Rob Campbell
REALTY GROUP



Find more testimonials [HERE](#)

Next Steps



SIGN THE EXCLUSIVE BUYER REPRESENTATION AGREEMENT

This will enable me to get started as your realtor. This agreement can be terminated at any time.

COMPLETE THE BUYER FORM

The buyer form will provide me with details on where you are at in the process and get working for you. I will connect you with the right people and set you up with a detailed & targeted search which will start educating you on the market.

SEARCH AND PURCHASE

Once your search has been set up online, we can start viewing houses that you find and tick most of your boxes. From there we negotiate and walk through the buying process



Let's Talk



INSTAGRAM
[@ROB THE REALTOR](#)



FACEBOOK
[@ROBCAMPBELLREALTYGROUP](#)



[GOOGLE REVIEWS](#)

MAILING ADDRESS

407 Windrow Common SW, Airdrie, AB

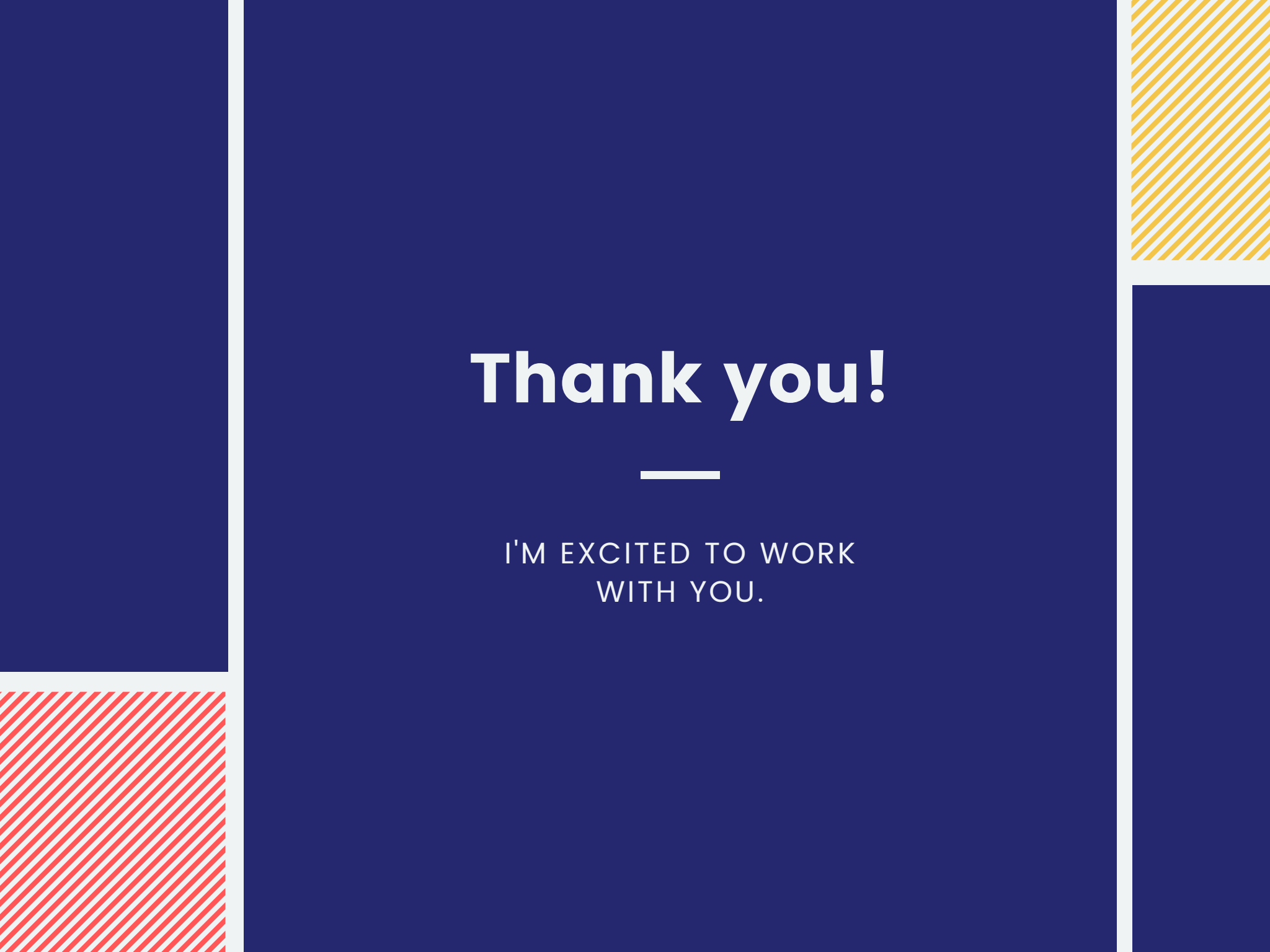
PHONE NUMBER

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EMAIL ADDRESS

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Thank you!

I'M EXCITED TO WORK
WITH YOU.