



BUYER CONSULTATION GUIDE

## The Engel & Völkers Buying Experience





## Home Buying Guide



Our foremost commitment is to our clients, prioritizing their needs above all else. Specializing in real estate sales, we are dedicated to delivering exceptional service to assist our clients in seamlessly navigating the selling process of their homes. Our comprehensive home buying guide aims to offer guidance and valuable insights, ensuring a smooth and efficient selling experience.

Engel & Völkers Tampa Downtown  
523 W. Cass St  
Tampa, FL 33602 USA

# ENGEL & VÖLKERS®



## Red Bow Commitment



### Engel & Völkers Tampa Downtown

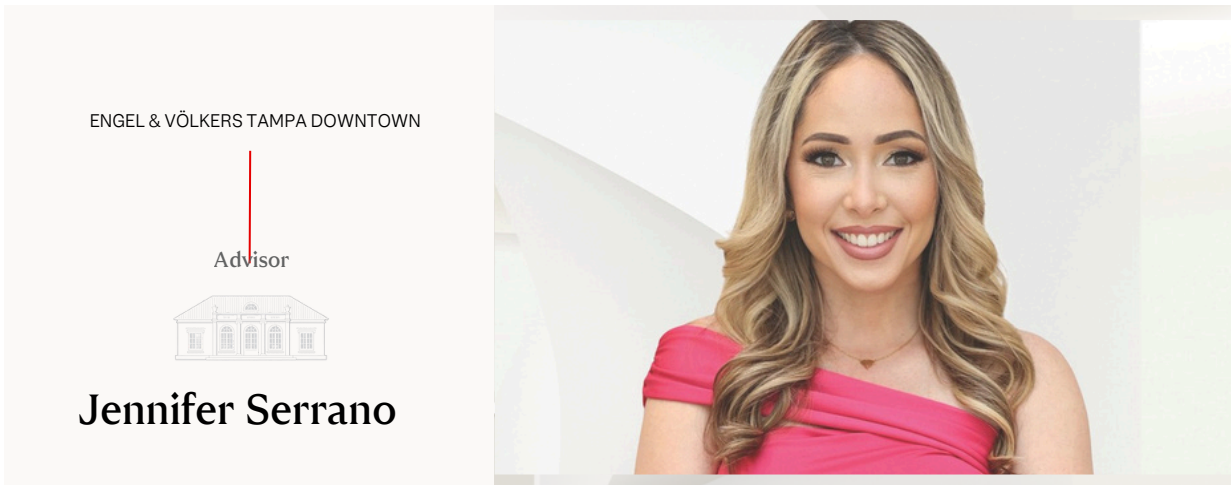
Our goal is to provide you with an elevated real estate experience. If ever during your real estate transaction, you feel you need to be heard on a challenge or concern, we invite you to give us the opportunity to resolve it.

Please email or call to our Managing Broker Aaron Bond  
aaron.bond@evrealestate.com or 727-278-9558

We want the opportunity to address your concerns and make it right.  
We value our relationship with you.

# ENGEL & VÖLKERS®

JENNIFER SERRANO



Tony Rosselli is a dedicated and passionate Real Estate Advisor with a strong commitment to delivering exceptional service and results. Known for her professionalism, attention to detail and deep understanding of the Florida real estate market, Jessica guides her customers with care, integrity and expertise throughout every step of the buying or selling process.

As the Team Leader of Optimum Choice Homes, Jessica has built a reputation for her strong leadership, market insight and customer-first approach. Her ability to connect with customers on a personal level and her drive to exceed expectations have earned her lasting relationships and consistent referrals.

Now partnering with Engel & Völkers Tampa Downtown, Jessica looks forward to combining her experience with the brand's global reach, refined marketing and innovative tools to provide an elevated real estate experience. Whether working with first-time homebuyers or seasoned investors, she is committed to helping each customer achieve their real estate goals with confidence and success.

Outside of real estate, Jessica values family, faith and community. She enjoys mentoring others, exploring new opportunities for growth and celebrating every milestone—both personal and professional—with gratitude and purpose.

Global Real Estate Advisor: Jessica Galan  
ENGEL&VÖLKERS TAMPA DOWNTOWN  
523 W. Cass Street Tampa, FL 33602 USA  
P +1 813-330-1125  
jennifer.serrano@evrealestate.com  
[www.jenniferserrano.com](http://www.jenniferserrano.com)

## Buyer Information & Goals

BUYER INFORMATION GOALS	
Name:	Partner:
Address:	
City:	State: Zip:
Phone 1: <input type="checkbox"/> Primary	Phone 2: <input type="checkbox"/> Primary
Email:	Contact Preference: <input type="checkbox"/> Call <input type="checkbox"/> Text <input type="checkbox"/> Email
CURRENT HOME DETAILS	
Do you have a home to sell before you buy? <input type="checkbox"/> Yes <input type="checkbox"/> No - proceed to new home details	
Address (if different from above):	
City:	State: Zip:
Property Type: <input type="checkbox"/> Single Family (Detached) <input type="checkbox"/> Single Family (Semi-detached, Duplex)	
<input type="checkbox"/> Townhouse <input type="checkbox"/> Condominium <input type="checkbox"/> Co-op <input type="checkbox"/> Other:	
Is the home currently listed? <input type="checkbox"/> Yes - list price:	<input type="checkbox"/> Under contract - closing date:
<input type="checkbox"/> No. If property is out of town, will buyer need an advisor referral?	
NEW HOME: DESIRED PROPERTY TYPE	
Property Type: <input type="checkbox"/> Single Family (Detached) <input type="checkbox"/> Single Family (Semi-detached, Duplex)	
<input type="checkbox"/> Townhouse <input type="checkbox"/> Condominium <input type="checkbox"/> Co-op <input type="checkbox"/> Other:	
<input type="checkbox"/> New Construction <input type="checkbox"/> Resale Property	
Desired square footage:	Size of grounds:
Notes:	

# Agenda

1

## What is Important to You?

Your home ownership goals

2

## Assess Current Market Trends

Market data informs our strategy

3

## Map Our Strategy

Your homebuying journey

4

## Deliver an Exceptional, Tailored Experience

Your trusted advisor

5

## Maximize Your Negotiation

Verify your financial readiness

6

## Find Your Dream Home

Tour homes with a local market expert

THE ENGEL & VÖLKERS BUYING EXPERIENCE

## What is Important to You?

---

To us, luxury is about the richness of life that begins and ends in the most important space we know — home.

The reasons for buying a home are personal, so the first thing to consider is what you want to achieve in purchasing a property.

As for the property itself, it's wise to invest the time to outline the key factors and features relating to your search, including:

- ◆ Type and style
- ◆ Your must-haves
- ◆ Location
- ◆ Amenities
- ◆ Price range
- ◆ Lifestyle





# The Power of Homeownership

---

## Home equity

Investing in a home is investing in your future. Every mortgage payment you make and every smart improvement you implement contributes to increasing your home equity. In a strong economy, your home's value can appreciate each year. The greater your equity, the more you stand to gain from your property's value over time.

## Fixed costs

If you are financing, seek professional advice from your tax consultant about financing options to tailor your investment commitment to your specific needs.

## Creative freedom

Property ownership provides a canvas to mirror your lifestyle and personality, while cultivating joy. The possibilities are endless when it comes to turning your home into your dream space.

## Stability

A home should be a place of comfort and happiness. With homeownership comes a sense of security in an investment and a space where memories are made.

**Real estate continues to be a smart investment.**

# Current Market Trends

---

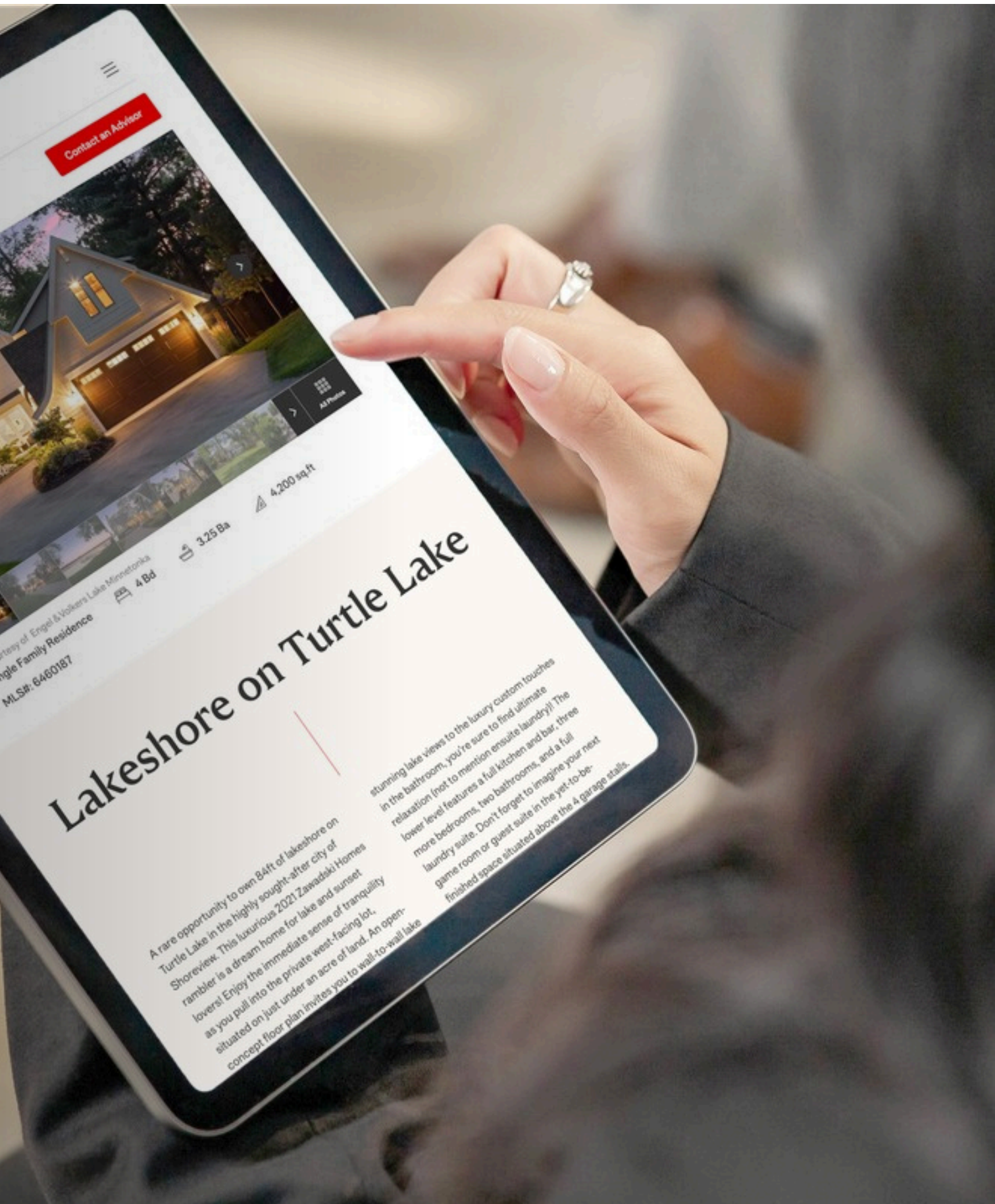
What have you heard about the real estate market?

The real estate market today presents a wealth of conflicting information for consumers. As your local real estate advisor, you can rely on my expertise to help you understand the market landscape and determine the best approach based on your goals.

I actively monitor:

- Local market
- Financing options
- conditions Current
- Real estate news
- inventory
- Macro and micro real estate investment data
- Supply and demand
- Interest rates





## Lakeshore on Turtle Lake

A rare opportunity to own 84ft of lakeshore on Turtle Lake in the highly sought-after city of Shoreview. This luxurious 2021 Zawadzki Homes rambler is a dream home for lake and sunset lovers! Enjoy the immediate sense of tranquility as you pull into the private west-facing lot, situated on just under an acre of land. An open-concept floor plan invites you to wall-to-wall lake

stunning lake views to the luxury custom touches in the bathroom, you're sure to find ultimate relaxation (not to mention ensuite laundry)! The lower level features a full kitchen and bar, three more bedrooms, two bathrooms, and a full laundry suite. Don't forget to imagine your next game room or guest suite in the yet-to-be-finished space situated above the 4 garage stalls.



## Map Our Strategy

---

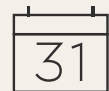
The homebuying process is a strategic journey that involves careful planning and decision-making to achieve the goal of homeownership.

As your trusted advisor, I will guide you with in-depth neighborhood expertise and distinguished care.

The Engel & Völkers Homebuying Roadmap helps to establish transparent and timely communication throughout your homebuying journey, from search to celebration.



- ◆ Outline the homebuying process.
- ◆ Define what to expect and how I will guide and coordinate a seamless experience.
- ◆ Track the timeline and important dates along the way.
- ◆ Provide a helpful checklist in preparation for closing.
- ◆ I don't just show properties; I offer home tours to assist you in getting acquainted with the community.
- ◆ As your advisor, I am here for you before, during, and long after your homebuying experience.





# Deliver an Exceptional, Tailored Experience

---

At Engel & Völkers, we provide unparalleled and personalized buying experiences for every client. We believe that buying a home is one of the most important decisions you will make, and it's an honor and our passion to be part of this journey with you.

As an Engel & Völkers advisor, I offer more than what a typical real estate agent provides, representing an elevated level of service, expertise, and performance.

I am your trusted advisor.

- ◆ I am dedicated to acting in the best interest of my buyers.
- ◆ I commit to guiding you, with total passion, through every step of your homebuying journey.
- ◆ Consider me as your insider, granting you access to every available property on the market. Reach out to me when you spot something of interest.
- ◆ I will keep you informed and ensure transparent communication.
- ◆ I will empower you with knowledge about the real estate market and the entire buying process to help you make informed, confident decisions.
- ◆ I will advocate for you in negotiations, ensuring favorable outcomes that align with your goals.
- ◆ I will pay meticulous attention to detail and leverage my carefully curated team of local professionals to facilitate a seamless experience.
- ◆ My commitment extends beyond the closing date, fostering a lasting relationship built on trust and reliability.

# A Seamless Approach

---

Engel & Völkers offers a thoughtful curation of resources, local professionals and concierge services to handle all aspects of your homebuying journey.

## My shop

- Leadership
- Support Team

## My team of local professionals

- Financing
- Appraisals
- Moving
- Cleaning
- Concierge Services
- Design
- Home Improvement
- Home Inspection
- Property Management



## Maximize Your Negotiation Power

---

Many sellers require that only pre-qualified prospects be given access to their homes. I can show you the homes you'll want—and need—to see before making a smart buying decision. To maximize your negotiation power, we'll need to quickly verify your financial readiness and your preferred financial options.

- ◆ If needed, I can assist you in locating a suitable financial institution and guide you through the process of exploring various financing options.
- ◆ I can help you determine a realistic range of affordability tailored to your needs.
- ◆ You will want to get a mortgage pre-approval letter to strengthen your position when making an offer on a home and maximize negotiation power.
- ◆ I can help you work within your price range and take into account other considerations as it relates to the property you seek.





## Find Your Dream Home

---

Engel & Völkers attracts real estate professionals who are well respected within their communities. We know the people, the places, and the nuances of each cul-de-sac, community, and country we represent.

Our global network and my local market expertise enable me to offer a bespoke property search experience tailored to your specific needs.

I can provide insights into all available properties for sale. I have access to everything on the market. Streamline your search process by reaching out – a quick call will save you time and ensure you discover the perfect property tailored to your preferences.

As your trusted advisor, I will expertly guide you through your home tour journey, offering in-depth neighborhood expertise with distinguished care.

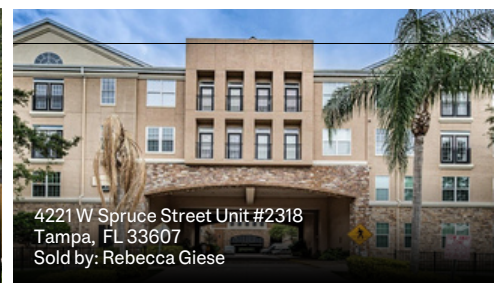
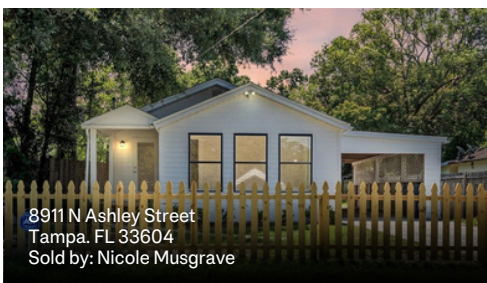
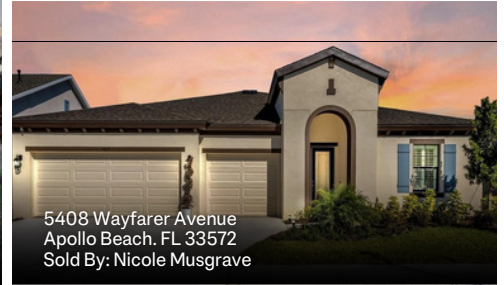


# ENGEL & VÖLKERS®

## JENNIFER SERRANO

- ◆ XXX
- ◆ XXX
- ◆ LOCAL CARE, GLOBAL REACH

### HOMES SOLD BY JENNIFER SERRANO





[www.jenniferserrano.com](http://www.jenniferserrano.com)