



PROTECT YOURSELF WHEN BUYING NEW CONSTRUCTION

*The simple step buyers can take to win better
upgrades, smarter terms, and peace of mind*



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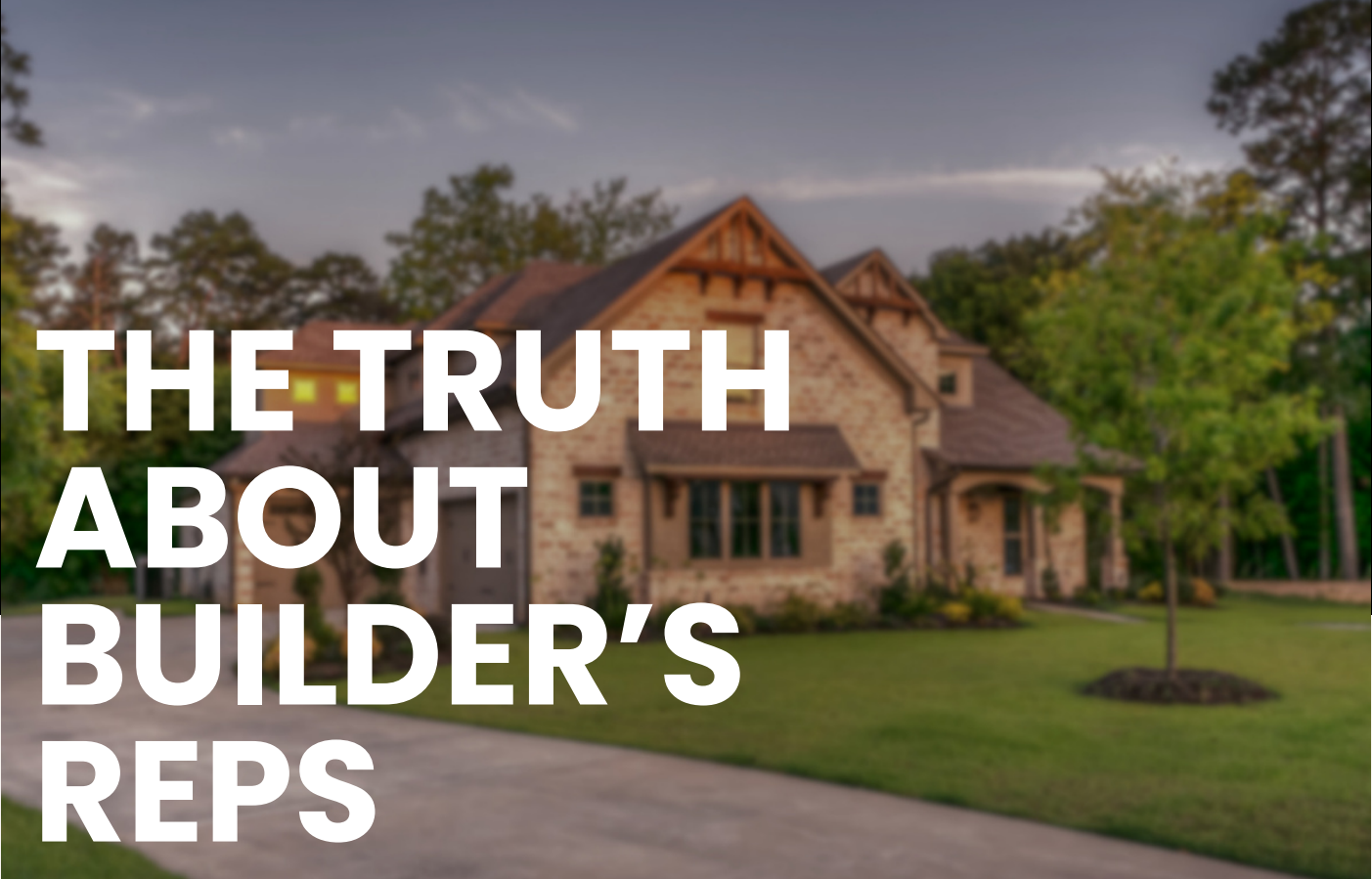
INTRO

Buying a brand-new home is exciting! You walk into the model, see the latest designs, and picture yourself living there. It feels like everything is laid out to make the process simple. But here's the truth: **the salesperson in the model home does not represent you.** Their job is to protect the builder's bottom line, not yours.

That doesn't mean buying new construction is a bad idea. In fact, it can be one of the best ways to get exactly what you want in a home — as long as you go in prepared.

This guide will show you the pitfalls that most buyers never see coming and the one simple step that makes all the difference: having your own professional agent represent you from day one.

Use this resource to understand why you should never visit a new construction neighborhood alone, what you risk if you do, and how a knowledgeable agent can help you get more upgrades, better terms, and peace of mind from start to finish.



THE TRUTH ABOUT BUILDER'S REPS

When you walk into a model home, the smiling salesperson at the front desk seems helpful and friendly. They will answer your questions, give you a tour, and make the process feel easy.

What most buyers do not realize is that **this salesperson works for the builder.** Their responsibility is to protect the builder's best interests, not yours.

The builder's rep is trained to maximize profit for the company. That means encouraging buyers to choose more expensive upgrades, keeping the price as high as possible, and **writing contracts that favor the builder.**

They are not hired to negotiate on your behalf, point out potential issues, or explain what you might be giving up in the fine print.

This is not the salesperson's fault. They are simply doing their job.

But as the buyer, **you need someone on your side.** Without your own representation, you are sitting across the table from a professional negotiator with no advocate of your own.

Tip: The builder's rep is not the "bad guy." They just cannot have your best interests in mind if their job is to get the best deal for the builder. Their loyalty is to the builder who employs them, not the buyer who walks in the door.

HOW SIGNING IN CAN COST YOU THOUSANDS

One of the first things you will be asked to do in a model home is sign the guest registration sheet. It feels harmless, like checking in at an open house. But this small step can have a big impact on your ability to have your own agent represent you.



When you sign in without naming your agent, you may be giving up the right to have that agent involved in your purchase later. Builders often refuse to pay an agent's compensation unless their name is listed at the very first visit.

Without your own agent in the picture, you are left with the builder's salesperson as your only source of guidance. **Remember, their loyalty is to the builder, not to you.** Buyers who make this mistake often miss out on thousands of dollars in potential upgrades, incentives, credits, or better terms.

Tip: Never sign in at a model home without your agent present or without writing their name on the registration form. This one step protects your right to professional representation.

WHAT BUYERS LOSE WITHOUT THEIR OWN AGENT

Walking into new construction without your own agent might feel simple, but it can cost you in ways you do not expect. Buyers often lose out on money, protections, and negotiating power when they rely only on the builder's sales team.

Without your own representation, you may:

- Miss out on upgrade opportunities that could have been negotiated into your contract.
- Agree to terms that heavily favor the builder without realizing it.
- Pay more than necessary because you do not know what is truly negotiable.
- Have no one reviewing the contract for hidden fees or risky clauses.



The builder's contracts are designed to protect the builder, not the buyer. Unless you have an experienced agent reading the fine print, you might sign off on deadlines, warranty limits, or extra costs that will hurt you later.

I have represented many clients who bought new build homes and I've been able to save them thousands, get them free upgrades, and more!

Tip: Think of it this way. If you were heading into a courtroom, would you rely on the other side's lawyer to protect you? Of course not. Buying new construction is no different.

THE COST OF REPRESENTATION



Many buyers assume that bringing their own agent will add extra costs. The truth is, the **Builders expect to pay a commission to your REALTOR®** and budget for it. If you choose not to have your own agent, the builder simply keeps that money.

That means you get all the benefits of professional guidance, contract review, and negotiation at no additional cost to you. **Skipping this step does not save you money.** It only leaves you unprotected while the builder pockets the difference.

An experienced buyer's agent can help you negotiate better upgrades, closing cost credits, and stronger protections in your contract. All of this usually comes at zero cost to you because the builder covers their fee, especially in a buyer's market.

As an experienced agent who has represented many buyers with a variety of builders, I am familiar with their contracts and the standard clauses they use. I know where builders often try to limit a buyer's rights or shift risk onto them, and I know what can be negotiated to give my clients stronger protection. My role is to look out for your best interests at every step, not to get the highest price for the builder.

Tip: With your own agent, you gain a trusted advocate who can often secure better upgrades, negotiate fairer terms, and shield you from costly surprises. That means less stress during the process and more confidence that you are truly getting the best outcome possible.

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WHAT TO DO BEFORE TOURING COMMUNITIES



If you are even **thinking about buying new construction**, the smartest move is to choose your own agent before you ever step foot in a model home. That way, you are protected from the very first visit.

Here is the process most successful buyers follow:

1. Interview agents who have experience with new construction. Ask them about the builders they know, how they negotiate, and how they protect their clients. If they don't work in this area you should find someone who does.
2. Choose the agent you like and trust the most to represent you. This is someone who listens to your concerns, understands contracts, communicates clearly, and has your best interests at heart.
3. Establish the relationship in writing. That way, there is no confusion when you begin visiting neighborhoods, and your representation is secured. You'll be asked to sign paperwork officially designating this person as your buyer's agent.
4. Start touring communities with your agent by your side. Get several of their business cards so that if you happen to go in without them you can give the builder's rep his or her card. Now you can enjoy the process knowing you have an advocate with you at every step.

Tip: The biggest mistake buyers make is looking at homes first and choosing an agent later.

TESTIMONIALS



John is a true professional and an exceptional realtor. His deep knowledge of the area helped me find the perfect home in the right neighborhood. He was always responsive, provided expert guidance, and made the entire process seamless.

BR IN SAN TAN VALLEY



I happily give John Ferrin the highest rating possible! John did a great job finding and showing homes for me and was very patient with my crazy search criteria. But he really showed his skills when it came down to negotiations.

CB IN MESA



We found John by watching YouTube channels regarding moving to Arizona. We're so glad we reached out to him, in particular! John was extremely helpful, going beyond what we asked or certainly expected! I have recommended John to all of my friends who are considering moving here. I'd recommend him to anyone, with no hesitation!

MK IN SAN TAN VALLEY



We found John while researching the Queen Creek area. He has an informative YouTube channel and we learned so much about the new housing developments in the community. We had an incredibly great experience finding our home with his help despite being out of state. Highly recommend!

JB IN QUEEN CREEK

WHAT'S NEXT?



I am a licensed real estate agent with 13 years of experience helping buyers purchase new construction homes in the Phoenix Metro Area..

Having worked with numerous builders and represented many clients, I know how to navigate builder contracts, negotiate valuable upgrades, and ensure buyers are protected from start to finish.

When you are ready to begin your new home search, let's have a 15 minute call to discuss your needs. Click the link below to grab a spot on my calendar.

John Ferrin at 480.458.7399 or
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SCHEDULE A CALL HERE