

THE HOME BUYER

Road Map



Everything you
need to know
about buying
a home

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Hi! Jenny Burton



ALSO KNOWN AS EASLEY'S REAL ESTATE MAMA!

This guide was made to help you feel clear, confident, and in control of the home buying process (no matter where you are on the timeline).

Whether you're planning to move in six months or just starting to think about the idea of owning a home, this resource walks you through what to expect, how to prepare, and what it actually looks like to work with an agent like me.

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500+

HOMES
SOLD

9

YEARS IN
BUSINESS

70%

BUYER
REPRESENTATION

100%

5 STAR
REVIEWS

FAQS



.01 HOW DO I GET PAID?

As of 2024, buyer agent compensation is negotiable and can vary depending on the property and agreement with the seller. I'll walk you through what this looks like upfront so there are no surprises — and we'll discuss your options before we ever tour a home.

.02 WHAT IF I'M NOT SURE IF I'M READY TO BUY?

Totally normal! I can help you explore what's possible, set up a custom search, and share resources to prepare — no pressure, just information to help you feel confident when the time is right.

.03 HOW DO I KNOW WHAT I CAN AFFORD?

Start with a free mortgage pre-approval — I can connect you with trusted lenders who'll walk you through your numbers and help define your price range. I also include a simple home budget calculator in this guide!

.04 WHAT IF I HAVE A HOUSE I NEED TO SELL FIRST?

No problem — I help clients buy and sell all the time. I'll walk you through timing, prep, and pricing so we can make a plan that feels smooth and stress-free. Whether you need to sell first, buy first, or do both at the same time, I've got you.

.05 IS RIGHT NOW THE BEST TIME TO BUY?

The best time to buy is when it aligns with your goals. I'll help you understand what's happening in the The Upstate market and guide you through timing, strategy, and next steps based on your situation.

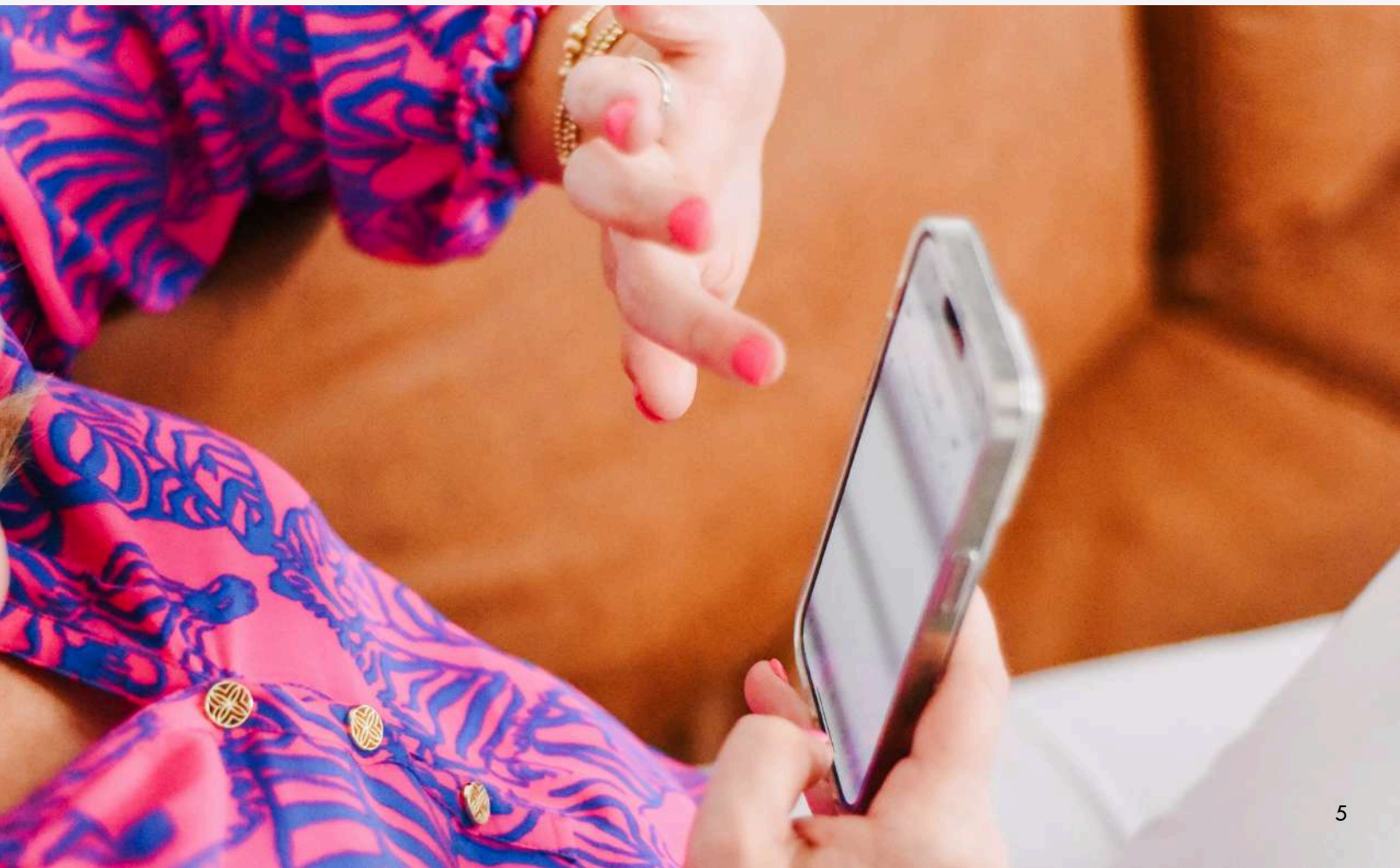
HOW I WORK WITH BUYERS

I'm here to guide you through every step of the process — from setting up a custom home search to connecting you with trusted lenders, helping you understand your financing options, and advocating for your best interest during negotiations.

A tailored VIP Home Search with properties that match your lifestyle and budget

Access to off-market opportunities through my local network, mailers, or targeted campaigns

Step-by-step support once we're under contract (no guessing or Googling required)



Hear it from them



“She worked very hard and advocated for my particular home buying needs.”

“I felt seen and represented by her and, if I were to buy another home in this area, I would pick her again.”

EVAN R



“Having Jenny as our real estate agent was the biggest blessing we could have ever hoped for.”

“Buying your first home can be so overwhelming and intimidating but Jenny was so knowledgeable, and open and honest with us throughout the whole process.”

RACHAEL A



“She was there every step of the way”

“We cannot recommend Jenny highly enough! From the moment we started our home-buying journey, she was there every step of the way, guiding our family with expertise and genuine care.”

TINA B

THE BUYERS

Road Map

LET'S TALK GOALS

We'll chat about your timeline, must-haves, and what buying a home in The Upstate actually looks like right now — no pressure, just real talk.

GET PRE-APPROVED FOR A MORTGAGE

I'll connect you with a trusted lender to figure out your price range, monthly payments, and the best loan options for your situation.

START YOUR HOME SEARCH

You'll get a personalized VIP home search (and access to listings you might not find online). We'll tour the good ones and rule out the rest — no wasted weekends.

MAKE IT OFFICIAL WITH YOUR REAL ESTATE MAMA

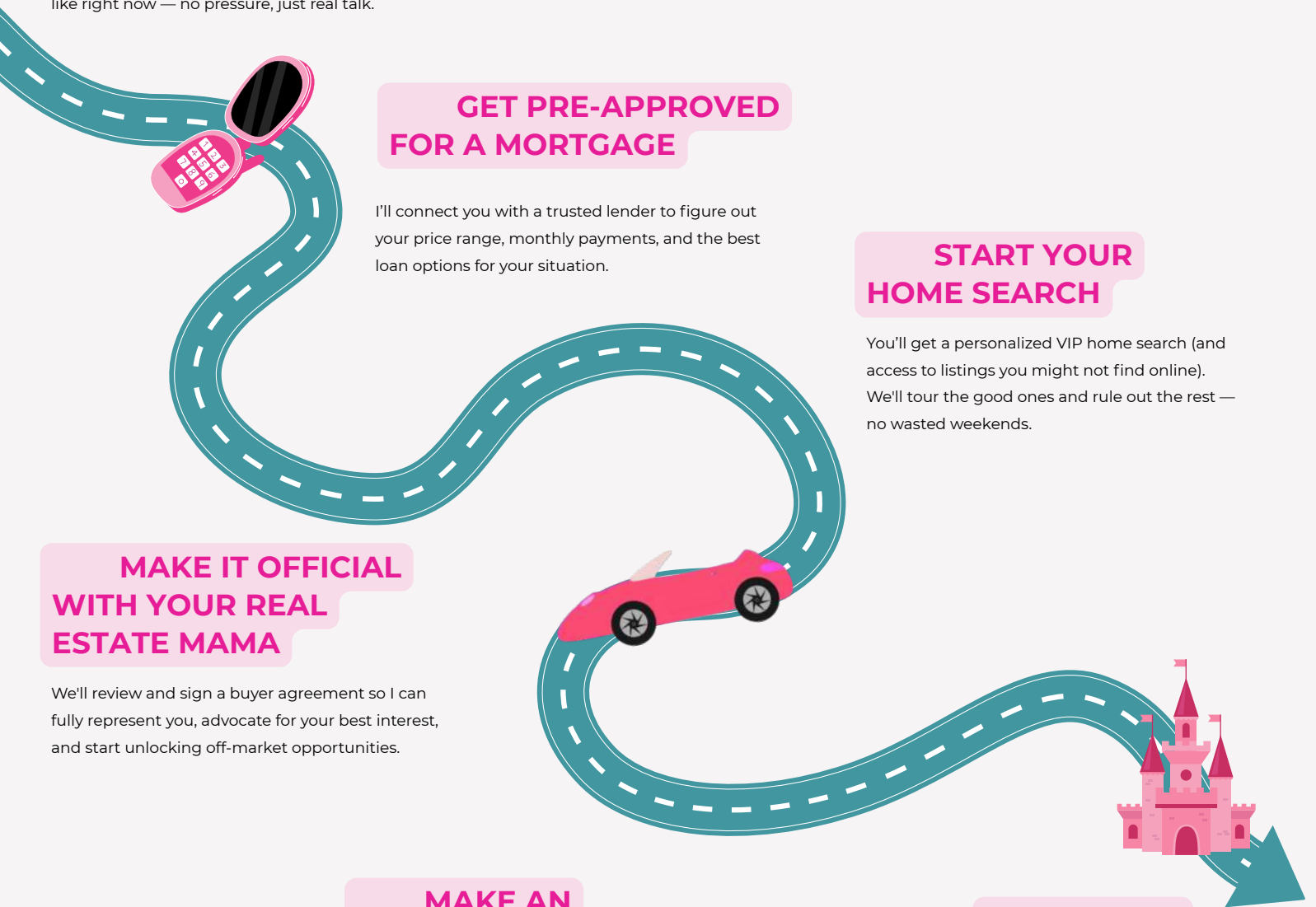
We'll review and sign a buyer agreement so I can fully represent you, advocate for your best interest, and start unlocking off-market opportunities.

MAKE AN OFFER + GO UNDER CONTRACT

Found the one? I'll walk you through the offer, negotiations, inspections, and all the fine print — with strategy at every step.

CLOSE + CELEBRATE!

Once the paperwork is done and the keys are yours, we celebrate (and yes, I'll still be here if you need anything after closing).



Buyers WISH LIST

Before we start your home search, I recommend making a “Needs” list (non-negotiables) and a “Wants” list (nice-to-haves you can change later). Don’t stress about getting it perfect—just remember: you can’t change the lot, location, or price, so focus on those first.

NEED EXAMPLES

- Enough square footage for you and your family
- Sufficient bedrooms and bathrooms
- First floor master bedroom
- Close proximity to work and school
- Attached two-car garage
- Grassy yard for children's or pet's play area

WANTS EXAMPLES

- Specific paint or exterior color or style
- Pool, jacuzzi, or other exterior water feature
- Fenced-in backyard
- Specific carpet or hardwood floors
- Kitchen amenities like countertops and appliances
- Walk-in shower or double bathroom vanity in master

WANTS VS. NEEDS

Write down your *needs* and your *wants* in your future home.

NEEDS

WANTS

HOME BUYER QUESTIONNAIRE

This questionnaire is for you to think about what you're looking for in your home. This will help both of us to be on the same page in terms of what you're looking for.

WHAT AREA ARE YOU LOOKING TO BUY IN?

WHAT DO YOU LIKE ABOUT THIS/THOSE AREA(S)?

HOW MANY BEDS, BATHROOMS, AND PREFERRED SQUARE FOOTAGE? 1 OR 2 STORY?

DO YOU HAVE CHILDREN? PETS?

WHAT'S YOUR FAVORITE STYLE OF HOME?

WHAT IS THE TOP 5 MOST IMPORTANT THINGS IN YOUR FUTURE HOME?

ANYTHING ELSE WE SHOULD KEEP IN MIND DURING OUR SEARCH?

THE *Just Browsing* BUYERS BLUEPRINT



1-2 YEARS OUT? PERFECT

Buying later doesn't mean you have to wait to get organized. In fact, this is the best time to lay the groundwork so when you're ready, you're not starting from scratch — you're ready to move.

WHAT TO FOCUS ON NOW

.01

CHECK YOUR CREDIT SCORE

Work on improving it (ideally 700+ for best loan options)

.02

OPEN A HIGH-YIELD SAVINGS ACCOUNT (HYSA)

start putting aside money for your down payment, closing costs, and moving expenses

.03

USE A HOME AFFORDABILITY CALCULATOR

Get a ballpark of your budget

.04

EXPLORE NEIGHBORHOODS

Get clear on your lifestyle must-haves

.05

SET UP A VIP HOME SEARCH

With me so you can watch the market in real time and learn what your money can get you!

HOW TO FIND *Off-Market Homes*



NOT EVERYTHING WORTH BUYING IS ON ZILLOW

In competitive markets (or if you're searching for something super specific), waiting for the perfect listing to pop up on the MLS isn't always the move.

HERE'S HOW I HELP CLIENTS GET AHEAD OF THE CROWD:

Targeted mailers to homeowners in neighborhoods you're eyeing

Tapping into agent-only networks where homes are shared before they hit the market

Social campaigns to attract potential sellers who haven't listed yet

Personal outreach to past clients or contacts who might be a match

Because you deserve an agent who doesn't just set up a search and hope for the best

THE Home Budget Calculator

This calculator includes a formula for calculating the 28% and 36% housing budget rule.

HOME BUDGET CALCULATOR					
Gross Monthly Income (Before taxes)		Savings/ Investments (Monthly)		Your Monthly Housing Budget	
Partner 1	\$5,000.00	Partner 1 Retirement	\$1,000.00	Following the Rule of 28%	\$3,304.00
Partner 2	\$6,800.00	Partner 1 Other Investments	\$500.00	Following the Rule of 36%	\$3,648.00
Total	\$11,800.00	Partner 2 Retirement	\$1,000.00		
Monthly Expenses (Both Partners)		Partner 2 Other Investments	\$500.00	The lower of these 2 numbers is your recommended monthly housing budget. *Remember* Total Monthly Housing Budget should include: Principal Interest Taxes Insurance HOA, PMI (if applicable)	
Groceries	\$600.00	Other	\$0.00		
Internet	\$80.00	Other	\$0.00		
Water	\$50.00	Total	\$3,000.00		
Electricity	\$150.00	% of Income	25.42%		
Cell Phone(s)	\$70.00	Debts (Monthly Obligations)			
Gas	\$150.00	Rent/ Existing Mortgage	\$0.00	* Your rent/existing mortgage number will be \$0 UNLESS you plan to continue renting or keep an existing home after you purchase a new one	
Car Insurance	\$200.00	Student loans	\$0.00		
Medical/Prescription	\$400.00	Credit Card Min	\$100.00		
Chilcare	\$0.00	Property Taxes	\$0.00	* Your property taxes and property insurance will be \$0 UNLESS you plan to keep an existing home after you purchase a new one	
Restaurants/Bars	\$400.00	Property Insurance	\$0.00		
Travel	\$350.00	Car Loan	\$300.00		
Streaming Services	\$50.00	Other debts	\$200.00		
Shopping	\$400.00	Other debts	\$0.00		
Gym	\$300.00	Total	\$600.00		
Entertainment	\$100.00	Debt to Income (DTI) Ratio	5.1%		
Gifts	\$50.00				
Other	\$150.00				
TOTAL	\$3,500.00				
% of Income	29.66%				

To use this Home Budget Calculator, start by entering your total gross monthly income and all recurring monthly expenses, savings contributions, and debt payments.

The sheet will automatically calculate your monthly spending breakdown, savings rate, debt-to- income ratio, and recommended housing budget based on standard financial rules (28% and 36% of gross income).

[Click here for my Home Budget Calculator](#)



MOVING CHECKLIST

4-6 WEEKS BEFORE

- Declutter, discard & donate
- Collect quotes from moving companies
- Locate schools, healthcare providers in your new location
- Secure off-site storage if needed
- Choose a mover and sign contract
- Create a file of moving-related papers and receipts
- Contact homeowner's insurance agent about coverage for moving
- Contact insurance companies to arrange for coverage in new home

3-4 WEEKS BEFORE

Notify the following about your change of address:

- Banks + Post Office
- Credit Card Companies
- Insurance Companies
- Family + Friends

Notify utility companies of date to discontinue or transfer service

- Electric
- Gas
- Water
- Internet
- Trash
- TV

2-3 WEEKS BEFORE

- Notify DMV of new address
- Discontinue additional home services (housekeeper, gardener/lawn service)
- Start using up things you can't move, such as perishables
- Close/open bank accounts
- Arrange for child and pet care on moving day
- Change all subscription & delivery addresses (think Amazon, meal delivery, etc.)

1 WEEK BEFORE

- Confirm final arrangements
- Set up utilities for the new home for the date of closing
- Review your moving-day plan with moving company
- Take a picture in your home
- Pack an essentials box for quick access at new home
- Label moving boxes with the contents inside

Next Steps

LET'S MAKE A GAME PLAN



Whether you're ready to start touring homes or just getting your finances in order, here's how we can work together:

1. We'll book a quick intro call to talk timing, goals, and next steps.
2. I'll set up your custom VIP Home Search.
3. I'll send over prep tools based on where you are in the buying process.
4. We'll go at your pace — whether that means looking now or prepping for later.

[SCHEDULE A 15 MIN CALL](#)

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