

mkt
Real Estate Advisors

A Guide to
Home Buying





a message from our leader

Thank you for considering us to be part of your home buying journey. We're excited about the opportunity to support you as you explore the market and take the next steps toward finding a home that fits your needs, lifestyle, and goals.

Buying a home is more than a financial decision — it's a personal and strategic process. And the team you choose to guide that process can have a significant impact on both your experience and your outcome.

This booklet is designed to give you a clear overview of who we are, how we work, and what sets our approach apart. Inside, you'll find our step-by-step home buying process, insights into the current market, negotiation strategies, and the value we bring to every client relationship.

We believe in being prepared, staying connected, and always advocating for your best interests. Our goal is to make sure you feel informed, confident, and fully supported from the very beginning through closing — and beyond.

Thank you again for the opportunity to be a part of this exciting chapter. We're here to help you move forward with clarity, confidence, and success.

MICHAEL KASLOW
REALTOR® & CEO

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MKTREALESTATEADVISORS.COM

01 about us

WELCOME TO mkt

Our clients consistently receive the benefit of strong, proven systems, a collaborative environment, 5-star service, and a seamless transaction. (We have a lot of fun along the way, too!) Our dedicated agents specialize in assisting either buyers or sellers, a professional approach that results in skillful negotiation and deft market navigation. MKT Real Estate Advisors is full-time, accessible and technology-forward. As one of the top teams in the Twin Cities, MKT provides a truly unique experience. Let us take the stress out of the equation. We're here for you from "hello" to the closing table.

\$319M +

TOTAL SALES
PAST 5 YEARS

539

CLOSED UNITS
PAST 5 YEARS

\$592K

AVERAGE SALES
PRICE YTD

meet the team



MICHAEL KASLOW

REALTOR®/CEO



JOSH PENNINGTON

DIRECTOR OF OPS



SHELLEY HORSTMAN

REALTOR®



KARI AKERS

REALTOR®



MACKENZIE ROBERTS

REALTOR®



AARON FREER

REALTOR®



GISELA SANTANA

REALTOR®



CHRIS ROSS

REALTOR®



NATALIE BELSCHNER

CLIENT SUCCESS &
MARKETING COORDINATOR



STEPHANIE ERICKSON

TRANSACTION
COORDINATOR



ANGELICA NUERA

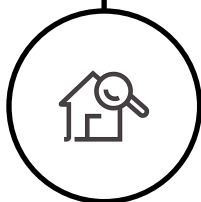
ADMINISTRATIVE
ASSISTANT

buyer pathway



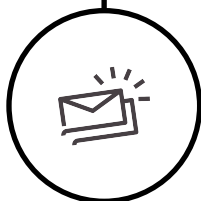
PARTNER WITH MKT

You hire us for expertise, insider knowledge, and as a trusted provider.



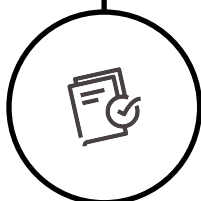
HOME PREPARATION

Somewhere out there your dream home awaits you. All you have to do is find it.



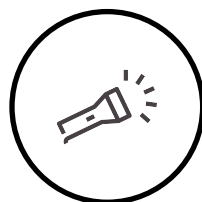
MAKE AN OFFER

MKT will prepare and present your offer to the seller in the best possible light.



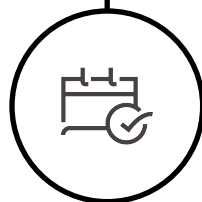
OFFER ACCEPTED

It's time to get our partners involved now that you have accepted an offer.



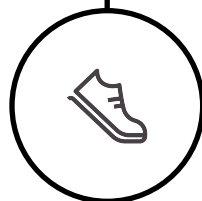
INSPECTION

This is your opportunity to have the home's condition evaluated and negotiate needed



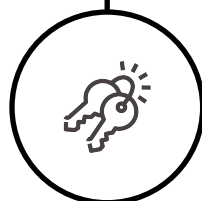
CONTINGENCY LIFTED

Once you are ready to move forward, the lender will order a home appraisal.



FINAL WALKTHROUGH

Time for one last check-in before closing, just to make sure everything looks in order.



CLOSING

You'll review and sign relevant, notarized documents, and get the keys to your new home!

TOP REASONS TO *own a home*



ACCOMPLISHMENT

Feeling a sense of achievement and pride



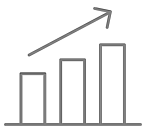
LOVED ONES

Prioritizing the needs of those closest to you



STABILITY

Locking in your monthly housing payment with a fixed-rate mortgage



FINANCIAL INVESTMENT

Growing your assets and net worth.



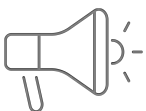
COMFORT

Enjoying features and benefits that enhance your lifestyle.



PRIVACY

Having a space that is your own.



PERSONAL EXPRESSION

Tailoring your home to your unique style.



COMMUNITY

Being a part of a broader social group.

If you're ready to buy a new home, let's get the process started today!

myth.

I NEED TO HAVE A 20% DOWN PAYMENT

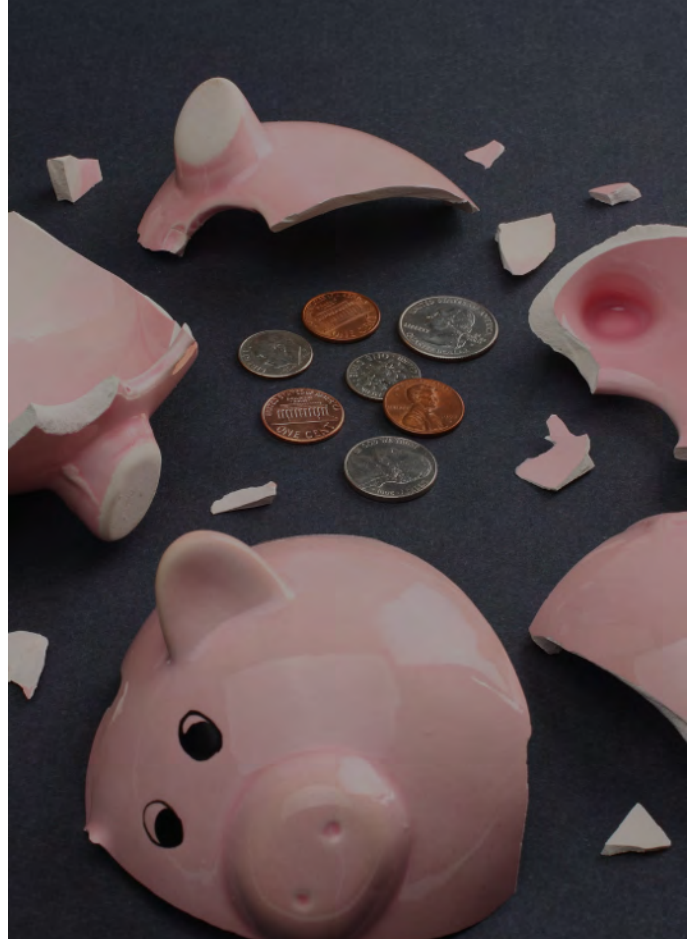
As you set out on your homebuying journey, you're likely working on saving for your purchase. But do you actually need to save 20% for your down payment?

A Common and Costly Misconception

If you've asked anyone for advice on how much to save, chances are at least one of them suggested you should save 20% of the purchase price for your down payment. While that's great if you're able to do so, saving that much can be especially challenging for first-time buyers.

But there's good news. While well-intended, that advice is likely based on a common misconception. The National Association of Realtors® (NAR) says:

"One of the biggest misconceptions among housing consumers is what the typical down payment is and what amount is needed to enter homeownership."



The truth is, you may not need to save as much as you think. Unless specified by your loan type or lender, it's typically not required to put 20% down.

The Benefits of 20% Down

While you usually don't need to put 20% down, doing so can have some great perks, if you're able. Those may include:

1. Your interest rate may be lower
2. You'll end up paying less over the life of your loan
3. Your offer will stand out
4. You won't need Private Mortgage Insurance

myth.

RENTING MAKES MORE FINANCIAL SENSE.



Think renting is a better bet from a financial perspective? You may want to think again. History shows rental prices are on their way up and that means your monthly housing costs will likely rise each time you sign or renew a lease. Homeownership can provide longer-term stability.

Rents Are Going Up Again

According to Census data, rents have risen consistently for decades. And that trend is continuing this year. Data from realtor.com shows just how much rental prices are surging throughout the country. The graph below highlights rental unit price increases over the past year:

Buying vs. Renting in the Twin Cities: Why Ownership Wins

1

Rent Keeps Rising — Even if Slowly

Over the past two years, Twin Cities rent increased ~2–3% annually.

That's \$22/month more just from Q1 2024 to Q1 2025.

Suburban rents are rising even faster (e.g. 4.5% in Anoka County).

Renters face unpredictable annual hikes — with zero return on that money.

2

Homeownership Locks in Your Monthly Costs

With a fixed-rate mortgage, your principal & interest stay the same for 15–30 years.

That means predictable housing costs — even as inflation pushes rents upward.

While property taxes and insurance can vary, your core payment is stable.

3

Build Equity, Not Your Landlord's Wealth

The average Twin Cities renter spends \$1,400–\$1,500/month.

That's \$18,000/year — gone forever.

Homeowners, on the other hand, put part of every payment toward building equity — turning housing costs into an asset.

PREPAREDNESS IN A COMPETITIVE MARKET



Arguably the biggest question when buying a home is, "how am I going to pay for it?" For most, the answer to that will be with a mortgage. Customarily, you will want to get pre-approved for a mortgage before you start shopping for homes for a variety of reasons.

1. Getting pre-approved helps you to understand what homes you can afford
2. With a pre-approval in hand, you're telling the seller that you're a serious buyer - and your offer is much more likely to be accepted.
3. Having a pre-approval will expedite the process and get you to the closing table and in your new home faster

"By having a pre-approval letter from your lender, you're telling the seller that you're a serious buyer, and you've been pre-approved for a mortgage by your lender for a specific dollar amount. In a true bidding war, your offer will likely get dropped if you don't already have one."

Why we recommend a trusted lender...

Fast, local, responsive — not a 1-800 black hole

Proven track record of closing on time

Communicates clearly with all parties (you, us, title, listing agent)

Helps structure offers to win, not just qualify

Answers your questions like a human — not a bot

LIZ PETER

MORTGAGE LOAN ORIGINATOR

651.341.6705

LIZ.PETER@GOLUMINATE.COM



Luminate Bank®

L I Z P E T E R T E A M



THINGS TO AVOID AFTER APPLYING FOR A MORTGAGE

Once you've applied for a mortgage, there are some key things to keep in mind. While it's exciting to start thinking about moving in and decorating, be careful when it comes to making any big purchases. Here's a list of things you may not realize you need to avoid after applying for your home loan.

1

Don't Deposit Large Sums of Cash

Lenders need to source your money, and cash isn't easily traceable. Before you deposit any amount of cash into your accounts, discuss the proper way to document your transactions with your loan officer.

2

Don't Make Any Large Financial Purchases

It's not just home-related purchases that could disqualify you from your loan. Any large purchases can be red flags for lenders. People with new debt have higher debt-to-income ratios (how much debt you have compared to your monthly income). Since higher ratios make for riskier loans, borrowers may end up no longer qualifying for their mortgage. Resist the temptation to make any large purchases, even for furniture or appliances.

3

Don't Co-sign Loans for Anyone

When you co-sign for a loan, you're making yourself accountable for that loan's success and repayment. With that obligation comes higher debt-to-income ratios as well. Even if you promise you won't be the one making the payments, your lender will have to count the payments against you.



4 Don't Change Bank Accounts

Remember, lenders need to source and track your assets. That task is much easier when there's consistency among your accounts. Before you transfer any money, speak with your loan officer.

5 Don't Apply for New Credit

It doesn't matter whether it's a new credit card or a new car. When you have your credit report run by organizations in multiple financial channels (mortgage, credit card, auto, etc.), your FICO® score will be impacted. Lower credit scores can determine your interest rate and possibly even your eligibility for approval.

6 Don't Co-sign Loans for Anyone

When you co-sign for a loan, you're making yourself accountable for that loan's success and repayment. With that obligation comes higher debt-to-income ratios as well. Even if you promise you won't be the one making the payments, your lender will have to count the payments against you.

Any blip in income, assets, or credit should be reviewed and executed in a way that ensures your home loan can still be approved. If your job or employment status has changed recently, share that with your lender as well. The best plan is to fully disclose and discuss your intentions with your loan officer before you do anything financial in nature.

BOTTOM LINE

You want your purchase to go as smoothly as possible. Remember, before you make any large purchases, move your money around, or make any major life changes, be sure to consult your lender — someone who's qualified to explain how your financial decisions may impact your homeloan.

MUST-HAVES CHECKLIST

Feeling motivated to make your big move? Let's start simple. Use this checklist to determine which features are most important to you in your first home.

INDOOR

MUST
HAVE

NICE TO
HAVE

☐☐

OPEN FLOOR PLAN

☐☐

AMPLE STORAGE

☐☐

UPDATED KITCHEN

☐☐

DESIGNATED HOME OFFICE

☐☐

FINISHED BASEMENT

☐☐

GUEST ROOM

☐☐

LAUNDRY ROOM

☐☐

ROOM FOR HOME GYM

☐☐

WALK-IN PANTRY

☐☐

UPDATED BATHROOMS

☐☐

GARAGE

OUTDOOR

MUST
HAVE

NICE TO
HAVE

☐☐

LARGE BACKYARD

☐☐

FENCED-IN YARD

☐☐

OUTDOOR LIVING AREA

☐☐

GARDEN SPACE

☐☐

POOL/SPA

OTHER

MUST
HAVE

NICE TO
HAVE

☐☐

SHORT COMMUTE TIME

☐☐

ACCESS TO PARKS/RECREATION

☐☐

NEAR SHOPPING & LEISURE

☐☐

CLOSE TO PUBLIC TRANSIT



YOUR HOME SEARCH PORTAL

08

The next stop on your home search? Our website.

- It's an easy way to check out available properties in your preferred area
- It provides another way for us to get to know the types of properties that you like
- After you register on the site, I will receive updates about your activity
- You can save searches for future access, and save and share specific homes that you like
- If you sign up to receive email alerts, you'll be notified when new homes that match your criteria come on the market

CREATE AN ACCOUNT AT:

MKTREALESTATEADVISORS.COM

MKTREALESTATEADVISORS.COM



mktrealestateadvisors.com gives you access to everything home buyers need to:

- Search all available MLS listings that match your criteria
- See your search results in both map and list views
- Create property reports to alert you when homes that meet your criteria go on the market
- See neighborhood highlights like nearby shops, schools, restaurants, nightlife, activities, and more.
- Easily search and view homes from any device including your laptop, tablet, and phone



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