

YOUR JOURNEY TO A SUCCESSFUL PURCHASE

# BUYER GUIDE

CHERISE BROWN | REAL ESTATE INVESTMENT SPECIALIST



Real estate expertise.  
Nationwide reach.  
Proven Investment results.



Market  
Expertise



Investment  
Strategy



Exceptional  
Results

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A curated guide to buying your home with confidence.

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# ABOUT ME

Your Trusted Real Estate Specialist

## Cherise Brown

Real Estate Investment Specialist

Cherise Brown is a trusted Southern California real estate professional specializing in residential and investment properties across local and national markets.

With decades of experience in real estate investing and portfolio management, Cherise brings a strategic, results-driven approach to every transaction. Her expertise extends beyond Southern California, with a proven track record of owning and managing out-of-state rental properties.

Cherise holds the Certified Negotiation Expert (CNE) and Investment Property Specialist Certification (IPSC), along with advanced academic credentials in business and science.

Whether you're selling your home or growing your investment portfolio, Cherise is committed to delivering a smooth experience and exceptional results.



### Investment Strategy

Identifying opportunities and maximizing property value for strong returns.



### Portfolio Management

Building and managing rental properties for steady, long-term income.



### Market Insight

Local expertise with a national perspective to guide smart decisions.



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## Congratulations on Starting Your Home Buying Journey

Congratulations on starting your homeownership journey. This guide is designed to give you clear insight into the buying process, so you can make informed and confident decisions every step of the way.

In today's fast-moving market, understanding each stage is key. With local expertise and a strategic approach, Cherise Brown will help you navigate your options and craft offers that align with your goals.

Cherise is here to listen, guide, and answer any questions along the way, ensuring your experience is smooth and stress-free.

She looks forward to helping you find the right home and make your next move with confidence.

## Define your Goals

# KNOW WHAT YOU'RE LOOKING FOR

Identify your priorities to guide your search and make confident decisions

When thinking about buying a home, start by identifying your main goal. This helps guide every decision moving forward.

## Primary Residence

A place to live long-term and build stability.

## Investment Property

A home that can generate rental income or grow in value over time

## Vacation Home

A second home for personal use or seasonal living

Real estate has consistently been a strong long-term investment. Over time, home values have generally increased, driven by several key factors:

### Limited Land Supply

Especially in desirable areas, which increases demand and value

### Long-Term Stability

Real estate is often seen as a reliable investment

### Equity Growth

Monthly payments help build ownership and financial value

### Population Growth

More people means continued demand for housing

It's also worth noting that when you move, selling isn't your only option. Depending on your equity, you may be able to rent out your property and create an additional income stream.

Understanding your local market and your long-term goals will help you make smarter, more confident decisions when buying a home.

## 10 Steps to Buying a Home

# YOUR HOME BUYING JOURNEY

Follow a clear step-by-step path from search to closing

## Define Your Goals

01

Clarify your needs, preferred location, and long-term plans.

## Assess Your Finances

02

Review your credit, debts, and budget to understand what you can afford.

## Select a REALTOR®

03

Work with a trusted agent to guide your search and negotiations.

## Get Pre-Approved

04

Meet with a lender to determine your budget and show sellers you're a serious buyer.

## Search for Homes

05

Explore listings, attend showings, and focus on homes that match your goals.

## Make an Offer

06

Submit a competitive offer based on market conditions and property value.

## Negotiate Terms

07

Work with the seller to finalize price, conditions, and timeline.

## Remove Contingencies

08

Complete inspections and approvals to move the deal forward.

## Finalize Financing

09

Complete your loan application and receive final approval.

## Close the Deal

10

Sign documents, pay closing costs, and receive the keys to your new home.



### Pro Tip:

Start with a clear plan and get pre-approved early. Knowing your budget and acting quickly can give you a strong advantage in a competitive market.

# CHOOSE THE RIGHT AGENT

Work with a trusted professional who will guide you and protect your interests



**Choosing the right Realtor® is one of the most important decisions you'll make as a buyer. The right agent will guide you through the process, protect your interests, and help you find the right home with confidence.**



## Commitment and Dedication

Choose an agent who takes the time to understand your needs and is fully committed to helping you find the right home.



## Communication

Clear and timely communication is essential. Your agent should keep you informed, answer questions, and be available when you need them.



## Market Knowledge

A knowledgeable agent understands local trends and keeps you updated on new opportunities, helping you make informed decisions.



## Experience & Expertise

An experienced agent brings valuable insight into pricing, market trends, and negotiation. Look for a proven track record in your target area.



## Negotiation Skills

Strong negotiation ensures your interests are protected and helps you secure the best possible terms.



## Professional Network

An experienced agent brings valuable insight into pricing, market trends, and negotiation. Look for a proven track record in your target area.



## Client Reviews & Reputation

Testimonials and referrals provide insight into an agent's reliability, professionalism, and overall service quality.

## Research Options

# FIND WHAT FITS YOU BEST

Explore different areas and home types to match your lifestyle and goals

### Assessing Your Affordability and Ideal Location



Testimonials and referrals provide insight into an agent's reliability, professionalism, and overall service quality.

#### Key Considerations:

Balancing these factors helps set realistic expectations as you explore your options.

##### Location

Where do you want to live?



##### Property Type

What size and style best fit your needs?



##### Budget

What can you comfortably afford based on your finances?



### Why Location Matters



Location plays a major role in a home's value and long-term potential. Homes in desirable areas tend to see stronger demand and better appreciation over time, while also holding value more consistently in changing markets.

#### Things to consider:

Since you can't change a home's location, choosing the right one is one of the most important decisions you'll make.

Proximity to work, schools, and amenities



Neighborhood safety and overall feel



Future growth and development in the area



## Exclusive Buyer Agreement

# WORKING TOGETHER WITH CONFIDENCE

An agreement that ensures dedicated support and clear expectations throughout your home search

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An Exclusive Buyer Agency Agreement is a formal partnership between you and your real estate agent. It establishes a dedicated working relationship focused on helping you find and purchase the right home.

With this agreement, your agent represents your best interests at every step, providing guidance, market insight, and support throughout the process. In return, you commit to working exclusively with that agent, creating a more focused and efficient home search. The agreement also outlines how your agent is compensated, typically upon the successful closing of your purchase. Overall, it ensures personalized service, clear expectations, and a smoother home-buying experience.



### Pro Tip:

An exclusive agreement helps your agent fully commit to your search, giving you better access, faster responses, and stronger representation.



## 5 Factors That Define a Prime Real Estate Location

# WHAT MAKES A PROPERTY LOCATION TRULY VALUABLE?

Discover the essential factors that influence property value, desirability, and long-term investment potential.

### Safety and Low Crime Rates

A safe neighborhood provides peace of mind, encourages outdoor living, and creates a stronger sense of community for residents and families.

### Quality Educational Institutions

Homes located near highly rated schools are often more desirable, helping support long-term property value and stronger resale potential.

### Proximity to Essential Amenities

Easy access to schools, healthcare, shopping centers, dining, and transportation adds convenience and enhances everyday living.

### Scenic Views and Natural Surroundings

Properties near parks, beaches, lakes, or scenic landscapes offer a more enjoyable lifestyle and can increase overall market appeal.

### Peaceful and Quiet Environment

Neighborhoods with minimal traffic and noise pollution provide a more relaxing atmosphere and improve overall quality of life.

### Pro Tip:



Choose locations that offer safety, convenience, quality schools, and a peaceful environment, as these factors help maintain strong property value over time.

Understanding Property Types

# KNOW YOUR OPTIONS

A quick guide to different property types and what they offer

## Single-Family Detached Home

A standalone structure designed to house one family, offering privacy and space. Homeowners have full responsibility for maintenance and can personalize the property to their preferences.



## MULTIFAMILY/DUPLEX

A building divided into two (duplex) or three (triplex) separate units, each with its own entrance, kitchen, and bathroom. These properties can be ideal for multi-generational living or as income-generating rentals.



## TOWNHOUSE

A multi-floor home sharing one or two walls with adjacent properties, forming a row of similar houses. Townhouses often come with small private outdoor spaces and may be part of a homeowners association (HOA) that manages communal areas and maintenance.



## CONDOMINIUM

An individual unit within a larger building or complex, where owners have title to their unit and share ownership of common areas. Condos often offer amenities like gyms or pools, with maintenance handled by an HOA, but owners must adhere to the association's rules and fees.



What Determines a Property's True Market Value?

# WHAT DETERMINES A PROPERTY'S TRUE MARKET VALUE?

Explore the key factors that influence real estate pricing, buyer demand, and long-term investment potential.

Determining a property's market value involves more than simply looking at its listing price. A home's true worth is influenced by several important factors that shape buyer interest and overall market demand.

## Key Considerations include:



### Location

The neighborhood, nearby amenities, school districts, accessibility, and overall desirability of an area play a major role in property value.



### Property Condition

Homes that are well-maintained or recently upgraded often attract more buyers and can command higher prices in the market.



### Buyer Demand

Areas with strong buyer demand typically experience rising property values, while lower demand can reduce pricing competitiveness.



### Comparable Sales

Recent sales of similar homes in the same neighborhood provide valuable insight into current market conditions and fair pricing.



### Economic Conditions

Interest rates, employment trends, and the overall economy directly affect purchasing power and influence real estate values.

Making Plans

# BUILD YOUR BUYING PLAN

Identify your priorities to focus your search and move forward with confidence

How to set priorities in home buying?

What are your family's needs and preferences?

Do you prefer a move-in-ready home or one that requires renovation?

Should I hire a real estate agent

What are your five must-have and nice-to-have features?

Have you obtained mortgage pre-approval?

What is your comfortable monthly budget for housing expenses?

When do you plan to move?

# UNDERSTANDING DIFFERENT HOME LOAN OPTIONS

Explore the most common mortgage loan types and learn how each option can support your financial goals and homeownership journey.

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## Conventional Loan

A traditional mortgage option that typically requires a higher credit score and larger down payment. PMI is usually required if the down payment is below 20%.



## FHA Loan

A government-backed loan with lower down payment requirements and more flexible credit qualifications, ideal for many first-time buyers.



## VA Loan

A loan program for eligible veterans and service members offering no down payment and no private mortgage insurance (PMI).



## USDA Loan

A government-backed loan for eligible rural and suburban homebuyers offering 100% financing with no down payment.

## Benefits of Pre-Qualification

# WHY MORTGAGE PRE-QUALIFICATION MATTERS

Learn how pre-qualification can strengthen your home search, clarify your budget, and give you greater confidence when making an offer.



Mortgage pre-qualification is an important first step in the home-buying process. During this stage, a lender reviews your basic financial information, including income, assets, debts, and credit history, to estimate how much you may be able to borrow. This process usually involves a soft credit check, which does not impact your credit score.

## Benefits of Pre-Qualification

### Establishes Your Budget



Pre-qualification helps you understand your estimated price range, allowing you to focus on homes that fit your financial goals.

### Evaluates Financial Readiness



The process can identify areas that may need improvement, such as credit score, savings, or debt-to-income ratio, before formally applying for a mortgage.

### Strengthens Your Position as a Buyer



Being pre-qualified shows sellers that you are serious about purchasing a home and have already taken steps toward securing financing.

Pre-qualification provides an initial estimate, while pre-approval offers a more detailed review and stronger proof of borrowing power. Both steps help prepare you for a smoother home-buying process.

# HOW TO FIND THE RIGHT PROPERTY

Discover the tools, resources, and professional guidance that can help simplify your home search and uncover the best opportunities available.

Finding the right home requires a combination of online tools, market knowledge, and professional guidance. Using multiple resources can help streamline your search and uncover the best opportunities available.

## Utilizing Online Platforms

Most homebuyers begin their search online, where they can browse listings, explore virtual tours, and compare properties from the comfort of their home. Online platforms make it easier to narrow down options based on location, price, and features.

## Exploring Additional Opportunities

Most homebuyers begin their search online, where they can browse listings, explore virtual tours, and compare properties from the comfort of their home. Online platforms make it easier to narrow down options based on location, price, and features.

## Working with a Real Estate Professional

Partnering with an experienced Realtor can make the process more efficient and less overwhelming. A Realtor can help refine your search, provide local market insights, and identify homes that align with your needs and budget. They may also provide access to:



**Exclusive or off-market listings**



**Instant alerts for new properties**



**Market analysis and pricing guidance**

By combining online research with professional support and in-person exploration, you can conduct a more informed and successful home search.

# ESSENTIAL STEPS FOR A SUCCESSFUL HOME SEARCH

Use this checklist to stay organized, compare properties effectively, and make confident decisions throughout your house hunting journey.

The House			
Kitchen Appliances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laundry Appliances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fireplace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Front Porch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AC/Heating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exterior Condition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Floorplan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kitchen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family Area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dining Area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laundry Room	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Primary Bedroom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Primary Bathroom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extra Bedroom(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extra Bedroom(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extra Bathroom(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garage Size	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Property Details

Property Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Asking Price: \_\_\_\_\_  
 No. of Bedrooms: \_\_\_\_\_ No. of Bathrooms: \_\_\_\_\_  
 Total Sq. Ft: \_\_\_\_\_

Are the following Nearby?			Proximity
School	<input type="radio"/>	<input type="radio"/>	_____
Childcare	<input type="radio"/>	<input type="radio"/>	_____
Parks	<input type="radio"/>	<input type="radio"/>	_____
Fire Department	<input type="radio"/>	<input type="radio"/>	_____
Police Station	<input type="radio"/>	<input type="radio"/>	_____
Hospital	<input type="radio"/>	<input type="radio"/>	_____
Doctor	<input type="radio"/>	<input type="radio"/>	_____
Dentist	<input type="radio"/>	<input type="radio"/>	_____
Shopping	<input type="radio"/>	<input type="radio"/>	_____
Restaurants	<input type="radio"/>	<input type="radio"/>	_____
Fitness Center	<input type="radio"/>	<input type="radio"/>	_____
Public Transport	<input type="radio"/>	<input type="radio"/>	_____
Places of Worship	<input type="radio"/>	<input type="radio"/>	_____

Additional Notes: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Does this make the short list?**      Yes      No      Maybe

**Overall Rating**

1   2   3   4   5   6   7   8   9   10

# UNDERSTANDING HOME BUYING COSTS

Learn about the common expenses involved in the home-buying process so you can budget confidently and avoid unexpected costs.

Buying a home involves several upfront expenses beyond the purchase price itself. Understanding these costs ahead of time can help you plan your budget and avoid surprises during the home-buying process.

## Earnest Money Deposit

A deposit submitted after your offer is accepted to show the seller you are serious about buying the home.

- Typically around 1% of the purchase price
- Example:  $\$350,000 \times 1\% = \$3,500$
- Amounts vary by state and may be negotiable

## Down Payment

The upfront portion of the home's purchase price paid at closing.

- Usually ranges from 3.5%–20% depending on the loan
- Example:  $\$350,000 \times 5\% = \$17,500$

## Home Inspection

An inspection that helps identify potential issues before finalizing the purchase.

- Highly recommended for buyers
- Costs typically start around \$325
- Pricing depends on the home's size and condition

## Appraisal

Required by lenders to confirm the home's market value.

- Typically costs \$475–\$650
- Ordered by the lender and paid by the buyer

## Survey

A survey confirms the property's boundary lines and lot dimensions.

- Helps clarify property boundaries
- May be required for certain loans or properties

## Pest & Termite Inspection

Checks for pest damage or infestation within the property.

- Recommended for most buyers
- Required for some loan types
- Costs vary by provider and location

## Closing Costs

Fees associated with finalizing the home purchase and mortgage loan.

- Typically around 4% of the purchase price
- Example:  $\$350,000 \times 4\% = \$14,000$

May include:

- Loan fees
- Property taxes
- Homeowner's insurance
- Mortgage insurance
- Attorney or escrow fees

# MAKING A STRONG AND COMPETITIVE OFFER

Understand the key costs and considerations involved when preparing, negotiating, and finalizing your offer on a home.

Once you find the right home, your agent will help you prepare and submit a formal offer. This legally binding agreement outlines the terms of the purchase and may include conditions that protect your interests, such as financing or home inspection contingencies.

## TYPES OF OFFERS



### Firm Offer

A firm offer includes no conditions and becomes legally binding once accepted by the seller.

### Conditional Offer

A conditional offer includes specific requirements, such as financing approval or a satisfactory home inspection, before the sale becomes final.

## Seller Responses

After receiving your offer, the seller may:

### Accept the offer



### Reject the offer



### Submit a counteroffer with revised terms



## Factors That Influence Negotiation



The condition of the property



Time on the market



Buyer demand and competition



Location and neighborhood desirability



Seller motivation and urgency

# UNDERSTANDING THE CONTINGENCY REMOVAL PROCESS

Learn how contingencies protect buyers, what happens during the removal process, and how your agent helps keep the transaction moving forward.

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Once both parties have accepted the sales contract, the next step is satisfying and removing any contingencies included in the agreement. These conditions are designed to protect the buyer and may involve financing approval, inspections, or appraisal requirements.

Your real estate professional will guide you through the process and help determine when contingencies can be safely removed after completing the necessary due diligence. In most cases, both parties agree on a timeline for completing and clearing these conditions.

If an issue arises and a contingency cannot be removed by the deadline, the transaction does not automatically fall apart. An experienced agent can often negotiate solutions, request extensions, or work with the seller to resolve concerns discovered during inspections or other evaluations.

Once all conditions have been satisfied and both parties are ready to proceed, a contingency removal document is signed to confirm the buyer's commitment to move forward with the purchase.






# FINAL STEPS BEFORE CLOSING DAY


Understand what to expect before closing, including final paperwork, financial preparations, and the steps needed to complete your home purchase successfully.

Once all contingencies have been removed, the lender, escrow company, and legal teams begin preparing the final closing documents. If any issues come up during this stage, your real estate professional will help resolve them and keep the transaction moving forward.

## What to Bring on Closing Day

  
**Certified check or wire transfer for closing costs and down payment**

  
**Proof of homeowner's insurance**

  
**Valid government-issued photo ID**

  
**Social Security numbers and address history, if needed**

## What Happens at Closing

You'll review and sign the final paperwork, including your mortgage documents and the deed transferring ownership of the home. An escrow officer or attorney will guide you through the process.

## After Closing

You'll receive:

**Keys to your new home**



**Settlement statement and loan documents**



**Recorded deed after county filing**



### Pro Tip:

Complete a final walk-through before closing to ensure the home is in the agreed-upon condition.

# ESSENTIAL STEPS FOR A SMOOTH MOVE

Stay organized before, during, and after moving day with a checklist designed to help make your transition into your new home easier and less stressful.

## 6–8 Weeks Before

- Create a folder for important documents
- Book movers or truck rental
- Start decluttering
- Gather packing supplies
- Create a home inventory

## 4 Weeks Before

- Notify landlord if applicable
- Submit change of address (USPS)
- Update banks, insurance, subscriptions
- Set up or transfer utilities
- Begin packing non-essential items

## 2 Weeks Before

- Confirm moving date
- Pack valuables separately
- Arrange child or pet care
- Schedule time off if needed
- Service your car for long-distance moves

## 1 Week Before

- Pack most of your home
- Set aside an essentials box
- Clean or hire a cleaner
- Confirm all arrangements
- Clear out the fridge

## Moving Day

- Take photos of both properties
- Do a final walkthrough
- Keep essentials and valuables with you
- Ensure all boxes are labeled and accounted for
- Confirm utilities are working

## After the Move

- Confirm all utilities are functioning
- Update license and registration
- Register to vote
- Test smoke and CO detectors
- Get familiar with your new neighborhood

**Important Notes  
/Reminders/  
Contacts**

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## Common Home Buying Mistakes

# MISTAKES TO AVOID DURING THE HOME BUYING PROCESS

Stay organized before, during, and after moving day with a checklist designed to help make your transition into your new home easier and less stressful.



## Going Over Budget

Consider long-term expenses like maintenance, insurance, taxes, and utilities before deciding on a home price.



## Not Getting Pre-Approved

Pre-approval helps you understand your budget and strengthens your position when making an offer.



## Not Comparing Mortgage Options

Different lenders offer different rates, fees, and loan terms. Comparing options can help you save money over time.



## Overlooking Contract Details

Review all mortgage terms, interest rates, timelines, and potential penalties before signing any agreement.



## Buying Before Selling

Purchasing a new home before selling your current one can create added financial pressure and timing challenges.



## Underestimating Total Costs

Homeownership includes more than the purchase price. Be prepared for closing costs, repairs, taxes, and insurance.



## Not Building the Right Team

Working with experienced professionals such as a Realtor, lender, inspector, and attorney can help make the process smoother and less stressful.



## Pro Tip:

Stay within your budget, plan for unexpected costs, and work with trusted professionals to make the home-buying process smoother and more successful.

## Frequently Asked Questions

# ANSWERS TO COMMON HOME BUYING QUESTIONS

Get quick answers to frequently asked questions about the home-buying process, financing options, closing costs, and what to expect along the way.

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### When is the best time to buy a home?



The best time to buy is when you find a home that fits your needs, lifestyle, and budget. Waiting for the “perfect” market can sometimes mean missing great opportunities.

### When should I get pre-approved?



Before you start house hunting. Pre-approval helps define your budget, strengthens your offer, and gives you more confidence during the process.

### Should I make an offer right away?



If the home meets your needs and budget, don't wait too long. Strong homes can sell quickly, especially in competitive markets.

### Can I back out after making an offer?



Yes, in many cases you can withdraw during the contingency period without penalty. Your Realtor can explain your options and timelines.

### Is buyer's remorse normal?



Absolutely. Many buyers feel nervous after making a major purchase. If you've done your research and stayed within budget, trust your decision.

### How do I choose the right Realtor?



Look for someone with strong local knowledge, negotiation experience, and positive client reviews. A good Realtor should understand your goals and guide you confidently through the process.

# KEY REAL ESTATE TERMS EVERY BUYER SHOULD KNOW

Understand common real estate and mortgage terms to feel more confident and informed throughout the home-buying process.

## Appraisal

A professional estimate of a home's market value, usually required by the lender.

## Earnest Money Deposit

A good-faith deposit showing the buyer is serious about purchasing the home.

## Closing Costs

Fees paid at the end of a transaction, including loan, title, escrow, and tax-related expenses.

## Equity

The difference between your home's value and the amount still owed on the mortgage.

## Comparable Sales (Comps)

Recently sold homes similar to the property being evaluated, used to determine market value.

## Escrow

A neutral third party that manages funds and documents during the transaction process.

## Contingency

A condition that must be met before the sale can move forward, such as financing or inspection approval.

## Exclusive Buyer Agreement

A contract stating the buyer will work exclusively with a specific real estate agent.

## Conventional Loan

A mortgage not backed by the government, often requiring stronger credit and a larger down payment.

## FHA Loan

A government-backed loan designed for buyers with lower credit scores and smaller down payments.

## Credit Underwriting

The lender's review of a buyer's financial history and ability to repay the loan.

## Firm Offer

An offer with no conditions or contingencies attached.

## Down Payment

The upfront portion of the home's purchase price paid by the buyer.

## Home Inspection

A professional evaluation of a home's condition to identify potential issues or repairs.

# KEY REAL ESTATE TERMS EVERY BUYER SHOULD KNOW

Understand common real estate and mortgage terms to feel more confident and informed throughout the home-buying process.

## **HOA (Homeowners Association)**

An organization that manages community rules, amenities, and shared areas, often with monthly fees.

## **Pest & Termite Inspection**

An inspection that checks for pest activity or damage within the property.

## **Loan Pre-Approval**

A lender's written estimate of how much a buyer may qualify to borrow based on financial review.

## **Pre-Qualification**

An initial estimate of how much a buyer may be able to borrow based on basic financial information.

## **Market Value**

The estimated price a property would sell for based on market conditions, location, and comparable sales.

## **Title Search**

A review of public records to confirm property ownership and identify any liens or legal claims.

## **Mortgage Insurance**

Insurance that protects the lender if the borrower defaults, often required for low down payment loans.

## **Underwriting**

The lender's final review process to verify financial information and approve the mortgage loan.

## **Offer**

A written proposal from a buyer outlining the terms and price for purchasing a property.





# Ready to Buy with Confidence?

CONNECT WITH CHERISE BROWN TODAY FOR EXPERT GUIDANCE EVERY STEP OF THE WAY.

## CHERISE BROWN

Real Estate Investment Specialist

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760-448-0222



Real estate expertise.  
Nationwide reach.  
Proven Investment results.



Market  
Expertise



Investment  
Strategy



Exceptional  
Results