

BUYER *GUIDE*



BUY SMARTER. BUY WITH MORE CONFIDENCE.

real



DISCOVER YOUR NEXT HOME

Exceptional results with the unique
expertise and care you deserve



WHAT MATTERS MOST?

Your priorities shape how we'll customize your buying experience.

LESS CONCERNED MORE CONCERNED

	1	2	3
Right location			
Right home			
Budget & financing			
Resale & investment			
Construction quality			
Moving & timing			
Hidden defects			
Hiring the right agent			
Getting a good deal			

SAVE TIME, SAVE MONEY

YOUR PERFECT HOME WITH PEACE OF MIND

1

PERSONALIZED STRATEGY SESSION

- Analyze macro & micro market data
- Assess area pros & cons
- Provide neighborhood expertise
- Detail home buying process
- Connect with trusted lenders
- Provide consultation for decision-making
- Review and sign fiduciary agreement
- Secure your "Golden Ticket"

2

CURATE & EVALUATE HOME OPPORTUNITIES

- Investigate on market MLS
- Search Real Off-Market Vault
- Real non-MLS opportunities
- Pull property disclosure & details
- Honest & timely feedback
- Review 9 Kisses of Death
- Review 5 Investment Success Themes
- Tour homes matching your criteria

3

ANALYZE LIVABILITY & RESALE

- Confirm availability
- Showing / re-show
- Complete 3-tier valuation analysis
- Source material non-public information
- Create offer & financing strategy
- Prepare offer documents

4

NEGOTIATE THE CONTRACT

- Leverage our reputation and expertise
- Conduct preliminary title search
- Update comparative analysis
- Draft offer with key terms
- Highlight strengths in offer presentation
- Negotiate terms
- Initiate escrow and title process
- Establish timelines

5

NAVIGATE INSPECTIONS & RENEGOTIATIONS

- Conduct thorough inspections
- Coordinate due diligence
- Manage re-inspections & timelines
- Assess property risks & compliance
- Align with appraisers for valuation
- Scrutinize transactional documents
- Advise on re-negotiations for optimal terms
- Handle contract amendments & signatures

6

FINALIZE YOUR INVESTMENT

- Monitor contract contingencies
- Manage closing logistics
- Verify closing conditions
- Oversee property handover
- Connect with trusted vendors
- Assist with market analysis & financial planning

WHY SETTLE FOR ONE RESOURCE WHEN YOU CAN HAVE A FULL TEAM?

SOLO AGENT MODEL



One person juggling everything
- home searches, showings,
negotiations, and paperwork.
Limited time and resources
mean missed opportunities and
overlooked details.

SPECIALIST SUPPORT MODEL



A team of specialists working in
harmony - expert home finders,
negotiators, and coordinators -
ensuring you get the right
home at the best price with the
smoothest experience.

**Would you prefer one person juggling everything or a
team of specialists working together for your best result?**

SMART GUIDANCE. REAL RESULTS.

Real stories from buyers who valued smart guidance, strong protection, and clear communication from start to close.



We've relocated multiple times in the U.S. and abroad, and this was one of the best experiences we've had. The communication was clear, the process was organized, and every step felt thoughtful and efficient. We felt supported from beginning to end and would gladly work with this team again.

Claire & Andy Madden



Their guidance helped us avoid a major mistake. During due diligence, they uncovered serious issues the seller had not clearly addressed, helped us protect our money, and kept us from buying the wrong home. They were thorough, connected us with the right inspectors, and ultimately helped us find a home we truly love.

Julie & Samuel Oh



What stood out most was the value they brought throughout the process - strong home search support, smart strategy, access to helpful resources, and skilled negotiation. They helped us improve our terms during the contract and option period, and we felt like we had experienced professionals looking out for us the whole way.

Jennifer & Mike Manley

PURPOSE

1

Empower people to make wise decisions in real estate.

2

Help clients build long term wealth and live the life they want.

3

Set the standard for excellence in our community's real estate.

CORE VALUES



ACCOUNTABLE



CARE



COACHABLE



KNOWLEDGE



TRANSPARENCY

Nationally Recognized Real Estate Professionals

Award-Winning Client Service

Recognized Market Expertise

Innovation in Real Estate

Luxury & Relocation Guidance

Proven Buyer & Seller Representation

WHAT HAPPENS NEXT



If your values align with ours and this approach feels right for you, **the next steps are:**

1

Complete
**“What Matters
Most?”** Survey

2

**Autograph
Paperwork To
Begin Your
Journey**

3

Finalize Your
**Personal
Playbook To
Maximize Your
Success**

HOUSTON REAL ESTATE IS A SMART INVESTMENT

+23%

"5 Success Themes"
Positive Impact

+302%

Average Appreciation
Since 2000

-41%

"9 Kisses Of Death"
Negative Impact

Our analysis of 512,056 Houston sales over 20 years reveals
14 key factors that significantly impact resale values.

371%

5 Success Themes

302%

Houston Average

179%

9 Kisses Of Death

HoustonProperties.com/Home-Guide/What-To-Avoid-When-Buying



BLUEPRINT FOR SUCCESS



WONDERING IF BUYING IS RIGHT FOR YOU?



CONVERSATION WITH A TRUSTED ADVISOR



SECURE YOUR AGENT PARTNERSHIP



CULTIVATE, CURATE & TOUR PROPERTIES



FINALIZE YOUR IDEAL BUDGET & MORTGAGE TERMS



STRATEGY SESSION WITH YOUR TRUSTED REALTOR



MAKE AN OFFER & NEGOTIATE YOUR TERMS



FINALIZE YOUR HOME CONTRACT



OPTION PERIOD: YOUR DUE DILIGENCE PROCESS



WELCOME TO YOUR NEW HOME!



FINAL WALKTHROUGH



COMPLETE YOUR FINANCING (IF APPLICABLE)



RENEGOTIATE TERMS THAT ARE BEST FOR YOU

MAKE A SMART OFFER WITH CONFIDENCE

A great offer balances price, timing, and protection so you can move forward with clarity and confidence.

Know Your Numbers

- Get pre-approved early so sellers take your offer seriously
- Confirm your total cash to close (down payment + closing costs)
- Understand how earnest money works and when it's due
- Ask your lender to estimate monthly payments at several price points
- Review comparable sales so you don't overpay

Options To Strengthen Terms

- Keep your offer clean and simple - fewer contingencies, faster timelines
- Be flexible on closing date to fit the seller's move
- Show readiness: proof of funds, pre-approval, and short inspection window
- Use strategic levers - earnest money, appraisal gap coverage, or personal letter - when competing
- Communicate clearly and respond quickly during negotiations

Stay Protected & Know Closing Costs

- Keep your inspection and appraisal safeguards in place
- Review title, HOA, and seller disclosures before signing
- Avoid wiring scams - confirm instructions by phone directly with the title company
- Know key deadlines for inspection, financing, and closing
- Lean on your agent for risk checks before making changes

YOUR COMMUNITY IMPACT

The Real Edge Network is deeply invested in our community's future - dedicating our time, resources, and a share of our annual profits to organizations that uplift and strengthen our community. By hiring our team, you'll be making a difference in the lives of your community.



WHEN YOU'RE READY TO MAKE THE RIGHT MOVE, LET'S TALK

DISCLOSURES

Equal Housing Opportunity

Real Edge Network and Real Broker, LLC support the principles of equal housing opportunity. We are committed to fair and lawful housing practices and encourage an affirmative advertising and marketing program in which there are no barriers to obtaining housing based on race, color, religion, sex, disability, familial status, or national origin.

Copyright

This guide is the work product of Real Edge Network, Inc. All rights reserved. No portion of this guide may be copied, reproduced, distributed, or reused in whole or in part without prior written permission from Real Edge Network, Inc.

Content & Information Sources

Some information in this guide may be derived from the Houston Association of Realtors Multiple Listing Service, public sources, property owners, property managers, builders, developers, or other third parties. It is provided as a complimentary informational resource only and should not be relied upon as legal, tax, investment, construction, or other professional advice.

No Listing Representation Implied

The inclusion of a property, building, neighborhood, service provider, or related information in this guide does not create or imply any listing relationship, endorsement, affiliation, or special business relationship with any owner, developer, property manager, builder, homeowner association, or other third party. Unless clearly identified otherwise, nothing in this guide is intended to advertise a specific property for sale or lease.

Accuracy Not Guaranteed

Information in this guide may change without notice and may not reflect current conditions, pricing, availability, policies, features, rules, or market activity. While we aim to provide helpful and reliable information, Real Edge Network and Real Broker, LLC make no representations or warranties, express or implied, regarding the accuracy, completeness, or timeliness of any information contained in this guide. Buyers should independently verify all material facts with the appropriate sources before making any real estate decision.

Buyer Responsibility

Buyers are responsible for conducting their own due diligence, including verification of property condition, square footage, schools, taxes, HOA rules, insurance considerations, building policies, flood risk, deed restrictions, financing terms, and any other factors material to their decision.

Corrections / Permissions

If you believe any content, image, or information in this guide is inaccurate or is being used without appropriate permission, please email bob@realedgenetwork.com with the specific page and details of your concern. We will review the request promptly.

Real Broker, LLC

5718 Westheimer, Ste 1000, Houston, TX 77057

