

# Buyer Informational Packet

## COLORADO FRONT RANGE PROPERTIES

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## Cheryl Garlock

# BIOGRAPHY

## AFFILIATIONS

Member of Local, State, and National Association of Realtors  
Member of the Council of Residential Specialists  
Member of the Seniors Real Estate Specialist Council  
Member of REBAC, Real Estate Buyer's Council



## DESIGNATIONS / EXPERIENCE

Certified Residential Specialist, (CRS)—Held by 4% of all Realtors  
Accredited Buyers Representative (ABR)  
Senior Real Estate Specialist (SRES)  
Licensed since 1981, serving Denver to Colorado Springs  
Host of the Springs Radio Real Estate show  
Sold over \$85,000,000 of residential real estate

## PERSONAL BACKGROUND

Graduated from the University of Colorado, BS in Education  
Lived and raised in Colorado since 1964  
Married to Dave Smedsrud, City Planning Director  
2 Children: Alycia and Ashlee; 1 grandchild: Kenlee  
One Dog: Maggie, spunky 12 year old cocker spaniel/golden retriever  
Enjoys traveling, football, skiing, scuba diving, horseback riding, music, bridge, reading

## PHILOSOPHY

I focus on bringing you success in your real estate objectives, whether it is buying, selling, or investing. This is achieved through education and information, delivering a professional ... genuine... sincere ...dedicated ... proactive experience for you.



## MY MISSION

My top priority is to listen to you, evaluate your needs and create a relationship with you based on trust, honesty and integrity. Once we have established mutual goals, I will assist buyers using sound planning techniques developed from years of training and professional experience, professional ethics, persuasive skills, and a strong support system with affiliates. During the entire process I will assist you in negotiations, and keep you informed and protect your interests. I strive to deliver more value to you than you are expecting to receive and to provide uncompromising service based on truth, fairness, knowledge, professionalism and enthusiasm.

## ULTIMATE GOAL

*“To provide the highest level of customer service with honesty, integrity, and professionalism . . . backed by knowledge, experience, and dedication.”*



# MY PERSONAL COMMITMENT TO YOU

## Integrity

Whether you are a home seller, home buyer or another sales associate, every decision reflects the strict code of ethics I adhere to and have committed to as Realtor®.

## Honesty

I am legally bound by my fiduciary responsibility with both my sellers and buyers to provide "honesty, integrity, and the utmost of care."

## Communication

I will exceed your expectations and make sure all of your questions are answered within a 24-hour period. I will strive to return your phone calls and emails within a 4-hour period and will provide you with communications and updates per your direction and discretion.

## Partnership

Together we will attach challenges with creative solutions that protect your interests and support your highest priorities.

## Knowledge

The real estate industry is constantly evolving. Being informed and up-to-date on contracts and disclosures are key factors in ensuring a closing on time. However, what is perhaps most important to you is my knowledge and guidance which protects you from potential default and future litigation.

## Professionalism

I pride myself as a professional REALTOR® with a responsive, communicative, proactive work ethic and practice. Because of this high standard, buyers, sellers and industry professionals have all come to respect and look forward to working with me.



# YOUR NEW HOME WORKSHEET

My new home should have these features:

Style \_\_\_\_\_ (2Story, Ranch, Townhome, Condo, etc)

Number of Bedrooms \_\_\_\_\_

Number of Bathrooms \_\_\_\_\_

Family Room \_\_\_\_\_

Dining Room \_\_\_\_\_

Kitchen Amenities \_\_\_\_\_

Bonus Room \_\_\_\_\_

Fireplace \_\_\_\_\_

Garage (# of cars) \_\_\_\_\_

Lot Size \_\_\_\_\_

View \_\_\_\_\_

Other \_\_\_\_\_

## Location:

Convenient to work \_\_\_\_\_

## Convenient to schools:

Elementary \_\_\_\_\_

Middle School \_\_\_\_\_

High School \_\_\_\_\_

## Convenient to shopping:

## Neighborhood:

## Other:



# WHAT IS IMPORTANT TO YOU?

Please share your thoughts with me:

Your 3 major Buyer needs.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

Your 3 major concerns about buying a home.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

Your 3 major criteria to select an agent to work with.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_



# TAKE THE STRESS OUT OF HOME BUYING

Buying a Home . . . Should be fun, not stressful. As you look for your dream home, keep in mind these tips for making the process as peaceful as possible.

- 1) **Find a real estate agent who you connect with.** Home buying is not only a big financial commitment, but also an emotional one. It is critical that the REALTOR® you choose is both highly skilled and a good fit for your personality.
- 2) **Remember, there's no "right" time to buy, just as there's no perfect time to sell.** If you find a home now, don't try to second-guess interest rates or the housing market by waiting longer—you risk losing out on the home of your dreams. The housing market usually doesn't change fast enough to make that much difference in price, and a good home won't stay on the market long.
- 3) **Don't ask for too many opinions.** It's natural to want reassurance for such a big, decision, but too many ideas from too many people will make it much harder to make a decision. Focus on the wants and needs of your immediate family—the people who will be living in the home.
- 4) **Accept that no house is ever perfect.** If it's in the right location, the yard may be a bit smaller than you had hoped. The kitchen may be perfect, but the roof needs repair. Make a list of your top priorities and focus in on things that are most important to you. Let the minor ones go.
- 5) **Don't try to be a killer negotiator.** Negotiation is definitely a part of the real estate process. Keep in mind that the most effective negotiation creates a "win/win" result. Playing "hardball" or trying to "win" the negotiation at the others expense may cost you the home you love. Negotiation is give and take.



# TAKE THE STRESS OUT OF HOME BUYING

Buying a Home . . . Should be fun, not stressful. As you look for your dream home, keep in mind these tips for making the process as peaceful as possible.

- 6) **Remember your home doesn't exist in a vacuum.** Don't get so caught up in the physical aspects of the house itself—room size, kitchen, etc.—that you forget about important issues as noise level, location to amenities, and other aspects that also have a big impact on your quality of life.
- 7) **Plan ahead.** Don't wait until you've found a home and made an offer to get approved for a mortgage, investigate home insurance, and consider a schedule for moving. Presenting an offer contingent on a lot of unresolved issues will make your bid much less attractive to Sellers.
- 8) **Factor in maintenance and repair costs in your post-home buying budget.** Even if you buy a new home, there will be costs. Don't leave yourself short and let your home deteriorate.
- 9) **Accept that a little buyer's remorse is inevitable and will probably pass.** Buying a home, especially if it's the first time, is a big financial commitment. It also yields big benefits. Don't lose sight of why you wanted to buy a home and what made you fall in love with the property you purchased.
- 10) **Choose a home first because you love it' then think about appreciation.** U.S. homes have appreciated an average of 5.4 percent annually over time from 1998 to 2002, followed by significant rises then a substantial drop. Despite the up's and downs of today's market, remember that a home's most important role is to serve as a comfortable, safe place to live.



# GET YOUR FINANCES IN ORDER

## To Do List

- 1) **Develop a household budget.** Instead of creating a budget of what you'd like to spend, use receipts to create a budget that reflects your actual spending habits over the last several months. This approach will factor in unexpected expenses, such as car repairs, as well as predictable costs such as rent, utility bills, and groceries.
- 2) **Reduce your debt.** Lenders generally look for a total debt load of approximately 36% of monthly gross income. This figure includes your mortgage, which typically ranges between 25% and 28% of your household income. So you need to get monthly payments on the rest of your installment debt—car loans, student loans, and monthly payments on credit cards - down to between 8%-10% of your monthly income.
- 3) **Look for ways to save.** You probably know how much you spend on rent and utilities, but little expenses add up, too. Try writing down everything you spend for one month. You'll probably spot some great ways to save, whether it's cutting out that morning trip to Starbucks or eating dinner at home more often.
- 4) **Increase your income.** Now's the time to ask for a raise! If that's not an option, you may want to consider taking on a second job to get your income at a level high enough to qualify for the home you want or to raise money for a down payment.
- 5) **Save for a down payment.** Designate a certain amount of money each month to put away in your savings account. Although it's possible to get a mortgage with 0%-3.5% down, you can usually get a better rate if you put down a larger percentage of the total purchase.
- 6) **Keep your job.** While you don't need to be in the same job forever to qualify for a home loan, having a job for less than two years may mean you have to pay a higher interest rate.
- 7) **Establish a good credit history.** Get a credit card and make payments by the due date. Do the same for all your other bills too.



# 10 COMMANDMENTS OF MORTGAGE FINANCING

*This article was written by Tanisha Daniels, with the National Association of Mortgage Professionals, September 27, 2012.*

This is an oldie but goodie set of "common-sense" rules that we in the mortgage industry know, however as another layer of servicing our clients I thought it'd be a great checklist to keep with your other resources.

**#1) Thou shalt not change jobs, quit your job or become self employed during the loan process.** Your current (not potential) income is used to support your qualification of your mortgage loan - if you change this before the loan closes you may not qualify as your application would have to be re-underwritten to support your job change.

**#2) Thou shalt not co-sign for any loan for any one.** Your qualifying ratios are based upon your reported liabilities and your qualifying income. So, if you add additional liabilities into your ratios by co-signing for someone, you may not qualify due to the debt-to-income and housing-to-income ratio guidelines.

**#3) Thou shalt not buy a vehicle or any large purchase during the loan process.** Inquiries on your credit report are also viewed as part of the underwriting process and all inquiries generally within the last 90 days must be explained. So, even shopping for a car may be addressed by the underwriter.

**#4) Thou shalt not use credit cards excessively and thou shalt make all payments on time.** Keep in mind your credit is generally ran at origination and again at closing by the underwriter as part of the pre-funding audit, so any late payments or increases in your reported monthly payments will be addressed prior to closing your loan.

**#5) Thou shalt not spend funds you've set aside for reserves.** Even though you generally must provide a Verification of Deposit to evidence the available reserves, if you spend the funds prior to closing, you jeopardize delaying your closing or even loan denial.



## 10 COMMANDMENTS OF MORTGAGE FINANCING

#6) **Thou shalt not omit any liabilities or debts on the loan application at origination.** Underwriting prudence requires that all your debts and obligations be considered to support qualification for mortgage financing. Any qualifying debt found during the analysis process will be included whether it is reported or not, but better to disclose than explain - it will give your Loan Officer a strategy to help assist you in the qualifying process.

#7) **Thou shalt not buy any furniture, appliances or household items during the loan process.** Many homeowners are anxious to furnish their new home, however this must be a part of the "housewarming" party after you receive the keys. Remember, even those "No Interest Until 2014" credit offers affect you. The underwriter will generally use a percentage of the total credit line you received to calculate the payment and count that against your liabilities. If those ratios have little "wobble room" a credit tradeline like this could make all the difference.

#8) **Thou shalt not make large deposits into your banking institution without first checking with your Loan Officer.** All large deposits require an explanation to the underwriter. If you're expecting a bonus deposit from your employer, a gift from your grandparents or a refund from your tax returns, share that information with your Loan Officer - it will help him/her present your complete loan file with this information disclosed upfront.

#9) **Thou shalt not change banking institutions during the loan process.** Remember, asset guidelines generally require the account stated to have been open for at least 90 days, so a new account would not qualify.

#10) **Thou shalt return all communications received.** All emails and voicemails should be returned within 24 hours. This will ensure that all parties remain informed of the loan progress and that your loan closes smoothly and on time.



# COMMON BUYER MISTAKES

- 1) They don't ask enough questions of their lender and end up missing out on the best deal.
- 2) They don't act quickly enough to make a decision and someone else buys the house.
- 3) They don't find the right agent who is willing to help them through the home buying process, coaching and guiding them along to ask the right questions and find the right home.
- 4) They don't do enough to make their offer look appealing to a Seller. They don't get prepared in advance.
- 5) They don't think resale before they buy. The average first time buyer stays in a home for 4 years.



# HOME BUYER'S SCORECARD

Please rate each home you see according to its benefits and features for you.

FEATURES	HOME #1	HOME #2	HOME #3	HOME #4	HOME #5
Property Address					
Price					
Architectural Style					
Floor Plan					
Kitchen					
Dining Room					
Living Room					
Family Room					
# of Bedrooms					
# of Bathrooms					
Additional Rooms					
Additional Features					
Garage					
Lot/Landscaping					
Utilities					
Location					
How well does this meet our needs?					

ADDITIONAL REMARKS:



# MAKING AN OFFER

## As your Buyer's Agent I will:

- 1) Prepare an offer that will meet your needs and provide a solid basis for negotiating with the Seller.
- 2) Provide you with a **Competitive Market Analysis** that will determine a realistic offer.
- 3) Present your written offer to the Seller's agent and negotiate on your behalf.
- 4) The Seller's will have the choice of:
  - Accepting your offer as presented
  - Rejecting it completely
  - Countering it
- 5) Communicate to you the Seller's response and, if necessary, suggest further negotiating options.
- 6) An accepted offer leads to a legally binding purchase contract.

## Keep in mind many factors affect the price that Sellers ask for their houses:

### Physical characteristics of the house:

Location  
Age  
Size of house and lot  
Physical condition  
Floor plan and style

### Market conditions:

Interest rates  
Availability of financing  
Prices of recent sales  
State of the economy  
Seasonal demand

### Competition:

Number of properties available  
Prices and terms  
Location and physical condition  
How long they've been on the market

### Asking price also may be affected by:

Seller's motivation to sell  
Seller's original purchase price  
Updates since purchase price  
Seller's need for cash  
Opinos of others  
No market expertise



# COMMON CLOSING COSTS

## For Buyers

You'll likely be responsible for a variety of fees and expenses that you and the Seller will have to pay at the time of closing. Your lender must provide a good-faith estimate of all settlement costs. The title company or other entity conducting the closing will tell you the required amount for:

- 1) Down payment
- 2) Loan Origination—typically 1% of the purchase price
- 3) Points, loan discount fees, which you pay to receive a lower interest rate
- 4) Home inspection
- 5) Appraisal
- 6) Credit report
- 7) Private mortgage insurance premium
- 8) Insurance escrow for homeowner's insurance, if being paid as part of the mortgage
- 9) Property tax escrow, if being paid as part of the mortgage. Lenders keep funds for taxes and insurance in escrow accounts as they are paid with the mortgage, then pay the insurance or taxes for you
- 10) Deed recording
- 11) Title insurance policy premiums
- 12) Land survey
- 13) Notary fees
- 14) Prorations for your share of costs, such as utility bills and property taxes

***Caution: Closing Costs can vary greatly according to your contract, the title company, your lender, etc. The above list is only an example of general items that may appear.***



# LENDER CHECKLIST

## What You Need for a Mortgage

- 1) W-2 forms—business tax returns forms if you are self-employed—for the last two or three years for every person signing the loan.
- 2) Copies of at least one pay stub for each person signing the loan.
- 3) Account numbers of all your credit cards and the amounts for any outstanding balances and minimum monthly payment requirements.
- 4) Copies of two to four months of bank or credit union statements for checking and savings accounts.
- 5) Lender, loan number, and amount owed on other installment loans, such as student loans and car loans.
- 6) Addresses of where you've lived the last five to seven years, with names of landlords if appropriate.
- 7) Copies of brokerage account statement for two to four months, as well as a list of any other major assets of value, such as a boat, RV, or stocks or bonds not held in a brokerage account.
- 8) Copies of your most recent 401K or other retirement account statement.
- 9) Documentation to verify additional income, such as child support or a pension.
- 10) Copies of personal tax forms for the last two to three years.

*Lender requests vary, so be prepared to bring just about anything and be prepared for the requests for documents to be ongoing.*



# QUESTIONS TO ASK YOUR LENDER

*Be sure you find a loan that fits your needs with these comprehensive questions:*

- 1) What are the most popular mortgage loans you make? Why?
- 2) Which type of mortgage plan do you think would be best for us? Why?
- 3) Are your rates, terms, fees, and closing costs negotiable?
- 4) Will I have to buy private mortgage insurance? If so how much will it cost and how long will it be required? NOTE: Private mortgage insurance is usually required if you make less than a 20% down payment, but most lenders will let you discontinue the policy when you've acquired a certain amount of equity by paying down the loan.
- 5) Who will service the loan? Your bank or another company?
- 6) What escrow requirements do you have?
- 7) How long is your loan lock-in period (the time that the quoted interest rate will be honored)? Will I be able to obtain a lower rate if they drop during the period?
- 8) How long will the loan approval process take?
- 9) How long will it take to close the loan?
- 10) Are there any charges or penalties for prepaying the loan?

*If you have any other questions please ask your lender and/or ask your Realtor®.*



# QUESTIONS TO ASK AN INSPECTOR

- 1) What are your qualifications?
- 2) Are you a member of the American Society of Home Inspectors or National Association of Home Inspectors?
- 3) Do you have a current license? (Inspectors are not required to be licensed in every state.)
- 4) How many inspections of properties such as this do you do each year?
- 5) Do you have a list of past clients I can contact?
- 6) Do you carry professional errors and omissions insurance? May I have a copy of the policy?
- 7) Do you provide any guarantees of your work?
- 8) What specifically will the inspection cover?
- 9) What type of report will I receive after the inspection?
- 10) How long will the inspection take?
- 11) How long will it take to receive a report?
- 12) How much will the inspection cost?

*If you have any other questions or concerns please ask your*



# 5 REASONS FOR BUYER REPRESENTATION

What is this form? Why should you sign it? *A Buyer Agency Agreement is a legal document that formalizes your working relationship with a particular buyer's representative, detailing what services you are entitled to and what your buyer's representative expects from you in return.* While the language used in the document is formal, home buyers should view it as an important and helpful tool for clarifying expectations, developing mutual loyalty, and most importantly, elevating the services you will receive.

- 1) **Receive a higher level of service.** If you've formalized an agency relationship with a buyer's representative, you can expect to be treated like a client instead of a customer. What's the difference? Clients are entitled to superior services, relative to customers. While the details vary from state to state, and from one buyer's agent to another, you can generally assume that being a client means that you've formed a fiduciary, or agency relationship with your buyer's representative.
- 1) **Get more without paying more.** In almost every case, home sellers have already agreed to pay a buyer's agent's commission. While buyers rarely pay real estate commissions, this is an important detail you'll want to discuss with your buyer's representative and clarify in their representation agreement. Most for sale by owners are willing to your agent's commission.
- 2) **Avoid misunderstandings.** A buyer's agent clarifies expectations, helping you understand what you should and shouldn't expect from your buyer's representative, and what they will expect from you, which usually centers on loyalty.
- 4) **Agency relationships are based on mutual consent.** While most representation agreements specify a time period, they can be terminated early if both parties consent. Most buyer's representatives are willing to end the agreement early if the working relationship isn't going well. Some buyer's representatives also offer representation agreements for as little as one day, for the purpose of giving both parties a brief trial period to explore working together.
- 5) **Strength as a team.** When you and your buyer's representative work together within a formalized agency relationship, you have created a team dedicated to helping you achieve the best possible home buying experience.



# 27 POINT BUYER

## SERVICE PLAN



- 1) *Evaluation of your housing needs; setting realistic goals*
- 2) *Arrange financing as needed; discuss financial considerations as are pertinent to Buyer and property*
- 3) *Identify closing costs, loans, and down payment requirements*
- 4) *Prepare and sign the Buyer Agency Contract, and all other pertinent documents*
- 5) *Design an MLS and Internet strategy including Social Media to locate and acquire the perfect home*
- 6) *Recommend reputable and competitive lenders, insurance agents, home inspectors, etc. to eliminate hours of “blind” searching for affiliates essential to the buyer’s success*
- 7) *“Crossmatch” home search criteria with listings via the MLS, Internet, Realtor Networking*
- 8) *Provide home features worksheets for property evaluations by Buyer*
- 9) *Create an email campaign to other brokers regarding “pocket listings” of upcoming homes meeting Buyer’s needs*
- 10) *Provide updated email lists of homes for sale matching home search criteria for client viewing*
- 11) *Show homes, neighborhoods, and communities evaluating the “pros” and “cons” of each home*
- 12) *Inform Buyer of property values, resale potential, home improvements to increase value*
- 13) *Execute Purchase Contract(s), Counter Proposals, Addendums, and Attachments*
- 14) *Explain Buyer’s rights and obligations, as well as Seller’s, under the contract terms*
- 15) *Secure Buyer’s financing through “locks” vs. “floats” and conduct a cost analysis*
- 16) *Negotiate for Buyer the contractual details that arise from inception of offer, contract, and through closing*
- 17) *Schedule home inspections and evaluate the results; address as may be necessary*
- 18) *Arrange and analyze the appraisal and loan underwriting processes*
- 19) *Order title examination and review all commitments, endorsements, covenants, declarations, etc.*
- 20) *Obtain homeowner association documents, bylaws, articles, financial records, rules & regulations*
- 21) *Arrange for an ILC (survey) & review property boundaries for encroachments, easements, rights of way*
- 22) *Negotiate any issues surrounding defects in home inspections, appraisals, surveys, title examination, and subsequent documents pertinent to the transaction to protect Buyer’s interests*
- 23) *Follow-up with Buyer, Seller’s broker, lender, appraiser, inspector, etc. and assure parties are compliant with obligations under the terms of the purchase contract*
- 24) *Confirm all contingencies in purchase contract are completed*
- 25) *Conduct a “walk through” inspection of the home prior to closing to complete readiness of property to be transferred to Buyer*
- 26) *Review, with Buyer, all closing documents and figures prior to closing to alleviate any concerns or questions for Buyer in advance of closing*
- 27) *Review with Buyer their responsibilities to complete transfer of possession of property*



# CHOOSING AN AGENT & COMPANY

## *Compare Services . . .*

	Big Company	Colorado Front Range Properties
MLS Participation	X	X
Property Access via Board Lockbox	X	X
Home Magazine Listings	X	X
Newspaper Listings Advertised	X	X
Errors & Omission Insurance	X	X
Schedule Showings - Online, Email, Phone	X	X
Show any and all properties Buyer desires	X	X
Transaction Brokerage offered	X	X
Buyer Representation (preferred)		X
Website with IDX portal - Buyer's shop online		X
Buyer Works with Agent Directly		X
Business Liability Insurance		X
Create Illustrative Financing for Buyers		X
Agent 2 Agent Marketing		X
Email Campaigns to Find Your Home		X
Social Media Marketing to Find Your Home		X
Affiliate Partners Networking to Find Your Home		X
Radio Show - Real Estate Information		X
Consumer Real Estate Classes		X
After Hours & Weekend Availability		X



# DON'T HIRE A REAL ESTATE COMPANY . . .



# HIRE AN AGENT

You want the truth? Sometimes big name real estate companies serve you less.

1) Is the Agent or the Company the most important reason to select a Broker?

*Answer: It's always the AGENT who is most important in the selection process. Technological advances have evened out the playing field between large companies and independent brokers. You'll want an agent who is proven, experienced, and dedicated. Here's what the Hound Dog Real Estate blog says on the subject:*

You are hiring a real estate agent, not the company so the focus should be immediately narrowed to that level. The current real estate environment bears no resemblance to that of ten or even five years ago. Technology has changed everything and experienced tech savvy agents can function at the same level as a company, consider:

- Realtors are bound to follow a set standard of performance and ethical guidelines. Not every agent is a Realtor – this is important to remember and can have a significant impact on your experience. Use a Realtor.
- A good agent has access to more technology to expose and find homes than ever before. The same programs a company uses are available to individual agents.
- Every agent has access to the MLS services, many national feeds are available. Every agent can modify, add, delete and otherwise manipulate their listings – no administrative support is required.
- MLS changes are available immediately to every agent locally and in many cases nationally.
- Public sites like Realtor.com, Trulia, Zillow, HomePad, Homes.com and the hundreds of others are accessed by subscribing agents, not companies. Agents are responsible for keeping those accurately posted.

The contracts and forms used in transactions are standardized by the state, not the company. Everyone uses the same forms; it's up to the individual agent to be skilled in crafting a contract that best represents your interests. Experienced agents are paperless – forms are on line and sent to clients via email to enhance speed and ease.

Agents will tout the firm they work for, spend time demonstrating the assets that the firm provides, espouse the performance of the firm during this lousy market and typically wrap themselves in the company banner – which is exactly what they should do because they pay for that banner. But the company isn't being hired;



# DON'T HIRE A REAL ESTATE COMPANY . . . HIRE AN AGENT

- 2) Won't an Agent with a big company work harder to help me buy a home on my terms?  
*Answer: No, not necessarily on the best terms for you. Why? Large companies come with a price for an agent to pay, either a high desk fee each month and/or a big split in the commission they actually receive. Therefore, these agents are going to encourage you to pay full price (often without a thorough validation), for fear the offer may be rejected. Again why? Because these agents need to sell homes first and foremost to pay their business and personal bills. Independent Brokers do not have these high desk fees or commission splits allowing them to provide you with true fiduciary duties where your interests come first above everyone else.*
- 3) Won't an Agent with a big company get me a better deal on a home?  
*Answer: No. The size of the company does not increase the number of homes available to a buyer and will not entice sellers to sell you their home. The real art to achieving the best possible price for a home is in the valuation of the property and the interpretation of the market data, buyer demographics, and community growth patterns. Some agents will not do the homework that is necessary to determine fair market pricing. Instead, many only compare what a buyer has been shown as active listings on the market. It's important that the buyer's agent provide a comparative market analysis to the buyer to determine a true property valuation. The objective is to achieve a "win-win" situation during negotiations.*
- 4) Won't an Agent with a big company have more influence over other agents and the real estate transaction?  
*Answer: No. In fact they may have less. Why? Because either they or their company have a pre-disposed image in the community . . . which could be good or be not so good. Professionals in any field must learn to work together in a cooperative spirit and respect their fellow colleagues. When an agent is an advocate for a client there is a right way and a wrong way of negotiating a real estate transaction, and timing is everything to achieve the results you want. Your agent, while they need to be aggressive in representing your interests, must possess personal skills when dealing with human relationships and emotions. Don't let an agent's ego get in the way of your desired results.*

***The choice is yours. What you need is TRUST & SERVICE from your real estate agent. Make sure the AGENT you select shows you integrity and demonstrates care for you, your family, and your goals.***



# My Focus

## SERVICE

*Getting the job done when it needs to be done with care and precision.*

AND

## COMMUNICATION

*Keeping you informed throughout your transaction.*



## WHAT MY CLIENTS ARE SAYING

*“Cheryl was able to understand my needs and focus on the properties that most interested me. She was able to help determine which property would be worth the investment of a lifetime and suited my needs.”*

*---Andy Fishering*

*“The one thing that stands out about Cheryl Garlock is her commitment to her clients. Cheryl takes the time to make sure her clients understand every step of the real estate process. No matter how many clients she works with, she always makes you feel like you’re her most important client.”*

*---Phil and Jessica Leto*

*“We would like to express our gratitude, Cheryl, for the help you gave us in finding and acquiring our new home. You greatly facilitated our understanding of the contracts and the interactions with multiple people involved with the transfer of property. Thanks for the painless experience!”*

*---Steff and Marty Jacobson*

*“Cheryl’s knowledge and expertise were invaluable. More importantly, Cheryl’s concept of service did not end with the purchase of our home. She has always made herself available when we had questions or concerns. We can’t praise her highly enough, and have recommended her to several friends.”*

*---Amy Caroll*

*“Cheryl did an incredible job of creating a Virtual Tour of our house and property which was very appealing and professionally done. Since my Wife was in Albuquerque assisting my daughter, who is a single mom, provide day care services for our two year old grand daughter, I had to assume the responsibility to prepare the house for showings. Cheryl was in constant communication with me and offered very sound and professional advise. Cheryl was far more professional and knowledgeable then previous Realtors that we utilized in the past. She showed compassion and sensitivity to our situation and offered guidance and support for the six months she was our agent.”*

*—Danny Mares*



Cheryl Garlock, CRS, ABR, SRES

# *Customer Service Expertise Results*

## 8 Reasons Why You Want Cheryl on YOUR team:

- 1) She will protect your interests
- 2) She pays attention to details
- 3) She is innovative and thinks outside the box to sell your home
- 4) She follows-up with sellers, buyers, agents, affiliates
- 5) She exercises due diligence to oversee your real estate transaction
- 6) She is knowledgeable, experienced, and proven
- 7) She is passionate about helping others achieve their goals
- 8) She is available 7 days/week



*I want to be YOUR Realtor!*

