



SCOTT LaFLEUR

BUYER'S GUIDE

Your how-to-guide in leveling up
your Real Estate Property buying.

www.LaFleurRealtyGroup.com





At LaFleur Realty Group, real estate is more than just a transaction. It's a relationship. It's also a process that demands strategy, trust, and professionalism. We know that buying and selling a home can be an emotional time that is as much about peace of mind as it is about price.

When choosing a realtor, it's important to work with someone you trust. Someone who brings perspective, sound judgment, and the proper guidance to help you make informed decisions. Our goal is to provide comfort, calm, and confidence every step of the way.

With over 22 years of professional experience, we bring a foundation of integrity, dedication, and client-focused service. We don't just work in Greater Milwaukee, we live and raised our family here. We are a family-run team that offer deep local market knowledge, a network of professional relationships, and a commitment to personalized service.

Whether you're a first-time homebuyer, seasoned investor, or empty-nester ready to downsize, it's important to have a knowledgeable and experienced agent by your side. At LaFleur Realty Group we treat every client like family and every transaction like it's our own





BUYING YOUR HOME

WITH KELLER WILLIAMS REALTY

When you choose to work with me, you're partnering with a trained agent that has the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your search in the hands of the largest, most resourceful real estate network.

And, by choosing to partner with me and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged with what's happening in the neighborhoods you're eyeing.

WIN-WIN

or no deal

INTEGRITY

do the right thing

CUSTOMERS

always come first

COMMITMENT

in all things

CREATIVITY

ideas before results

TEAMWORK

together everyone achieves more

TRUST

starts with honesty

EQUITY

opportunities for all

SUCCESS

results through people





2024 KW MKE | Results Driven

5,576 # OF CLOSED UNITS

\$2.2 CLOSED SALES VOLUME
BILLION

KW MKE METRO MLS



**AVERAGE
HOME PRICE**

*KW WORKS IN A HIGHER PRICE POINT
THAN THE MARKET AVERAGE.

13.9% KW MARKET SHARE
VS. OTHER TOP BROKERS

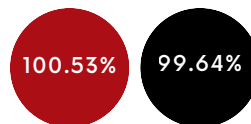
*IN 2024 **KELLER WILLIAMS WAS THE #1 BRAND**
FOR SE WISCONSIN SELLERS & BUYERS

KW AGENTS CLOSE 79%
MORE DEALS THAN THE AVERAGE AGENT
IN THE METRO MLS.

2,539 # OF LISTINGS TAKEN

\$1.023 LISTINGS TAKEN VOLUME
BILLION

KW MKE METRO MLS



**LIST TO SALE
PRICE %**

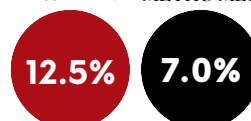
KW MKE METRO MLS



**AVERAGE DAYS
ON MARKET**

*KW SELLS HOMES **38% FASTER** THAN THE
MARKET AVERAGE.

KW MKE METRO MLS





WHY HIRE A BUYERS AGENT

The buyer's agent represents the interests of the buyer, but also must know how to work constructively with the listing agent so that the parties are satisfied with the transaction: the seller sells and the buyer buys.

A buyer's agent can:

- Give a negative opinion or critique of a seller's property beyond just disclosing defects.
- Recommend or suggest an offering price or give an opinion about whether a particular house is priced too high or too low.
- Structure the offer and draft offer provisions with the buyer's best interest in mind.
- Recommend and assist the buyer with negotiation strategies for the best price and beneficial terms.
- Research and disclose information about a property's history, title and liens so the buyer can make a better-informed decision. The amount of optional investigation and research that a buyer's agent may do for a buyer will vary from agent to agent.
- Give information and advice within the scope of the agent's expertise as a licensed real estate agent.

“ A buyer's agent helps you negotiate for beneficial contract terms and provides valuable information and advice to you throughout the transaction. ”

What duties does a buyer's agent owe to me as the client?

1. **Loyalty:** A buyer's agent must loyally represent you, avoid conflicts of interest with you, and put your best interests ahead of the interests of any other party in the transaction.
2. **Information and advice:** A buyer's agent must, upon your request, provide information and advice about real estate matters that are material to your transaction.
3. **Disclosure of material information:** A buyer's agent is obligated to disclose to you all information that is material to the transaction and that you don't already know and cannot discover through reasonably vigilant observation. A material fact is one that a reasonable person might feel is important in choosing a course of action. Examples of material information include:
 - a. The existence of other offers
 - b. The reason the seller is selling, provided the seller permits this information to be shared with others and does not require it to be kept confidential
4. **Obedience:** The buyer's agent must carry out the obligations stated in the WB-36 Buyer Agency Agreement and must obey all of your lawful requests that relate to the agent's duties as stated in that contract. For example, the agent must order a survey or appraisal on your behalf if you ask them to do so, provided this function lies within the scope of the buyer agency contract. However, an agent may not violate the law even if you ask the agent to do this. For example, the agent may not show you only properties that are not owned by minority sellers.
5. **Negotiation:** The agent is required to act as an intermediary by facilitating or participating in communications between you and the other parties to a transaction, completing offers or other forms as you request, or presenting the proposals of other parties to you and giving a general explanation of the proposal's provisions.



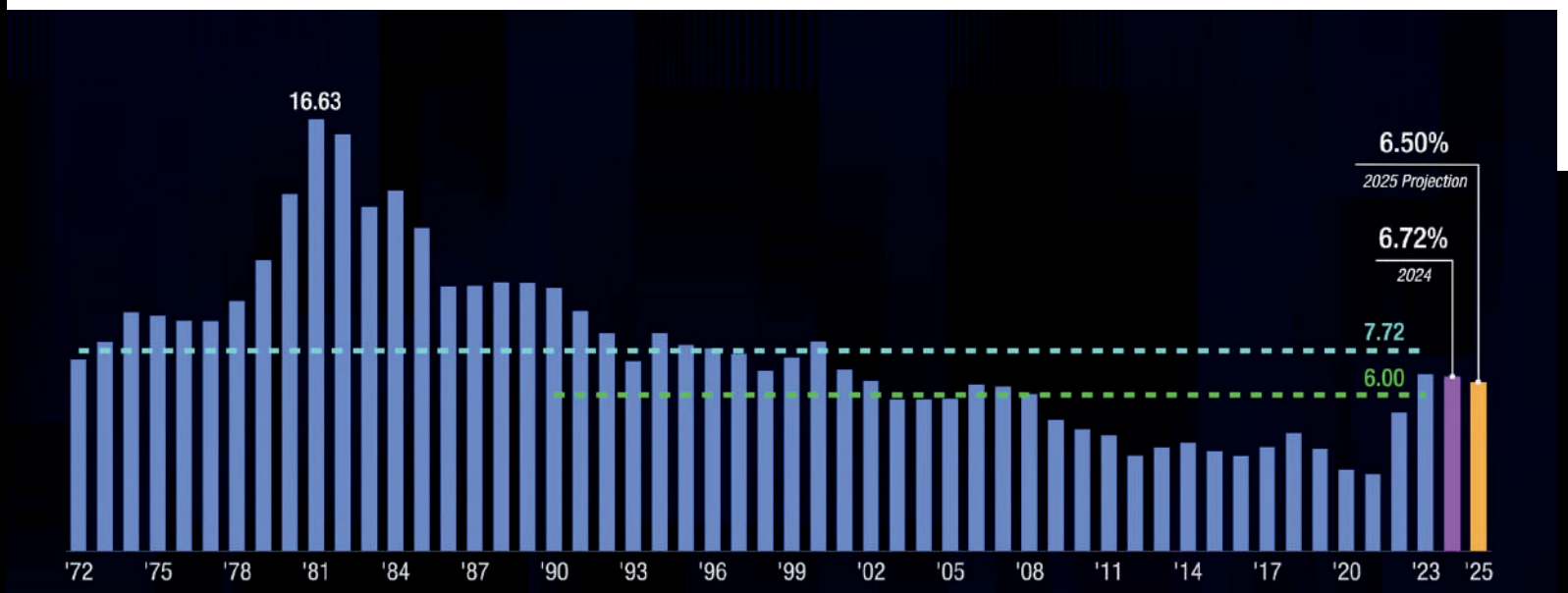
OWNING VS. RENTING | THE ULTIMATE SHOWDOWN

So which is the best option? For a few years, renting can be a better choice. However, the balance tips toward homeownership's favor between the third and fourth year. Even after all the additional costs, homeownership leaves renting in the dust after that. If you purchased the home, you came out with over \$77,000 more in wealth than the person who invested 100% of their savings, and over \$126,000 more than the more-averagely-disciplined renter.

The chart below depicts three choices based on actual historical performance; Owning, Renting and Investing 100%, and Renting and Investing 10%. All based on a median priced home for \$177,200.

	Year	Owning	Renting & 100% Investing	Renting & 10% Investing
1	2012	\$9,980	\$26,472	\$22,700
2	2013	\$28,969	\$36,631	\$29,652
3	2014	\$42,784	\$42,787	\$33,228
4	2015	\$60,006	\$44,137	\$33,151
5	2016	\$74,154	\$50,186	\$36,498
6	2017	\$90,027	\$61,998	\$43,792
7	2018	\$105,560	\$59,737	\$41,221
8	2019	\$121,419	\$79,268	\$53,353
9	2020	\$149,263	\$95,113	\$62,324
10	2021	\$206,676	\$124,000	\$79,414
11	2022	\$234,124	\$106,229	\$66,418

MORTGAGE RATES ANNUAL



HOME BUYER'S ROADMAP

01

Find Agent

A proficient Buyers Agent is your advocate, navigating the complexities of real estate transactions, negotiating the best deals, and safeguarding your interests.

02

Financials

Getting pre-approved before house hunting is crucial. It gives a clear picture of your budget, streamlines the buying process, and strengthens your offers.

03

Search

Embark on your home search with clear priorities. Define your needs, wants, and budget. Research neighborhoods, visit open houses, and utilize online resources.

04

Offer

Crafting a compelling offer on a home involves more than just numbers. Consider market conditions, comparable sales, and seller motivations.

HOME BUYER'S ROADMAP



05

Under Contract

Upon acceptance, your offer becomes a legally binding contract, setting the stage for the next steps, such as conducting inspections, securing financing, and finalizing the sale.



06

Inspection

A home inspector examines the structural integrity, plumbing, electrical systems, HVAC, roof, and more. This comprehensive evaluation helps buyers uncover any hidden issues or potential problems with the property.



07

Appraisal / Financing

You will start the loan application process with your lender and submit all required documentation. They will order an Appraisal by an independent 3rd party Appraiser to verify the market value of the home. Your lender will require you to have homeowners insurance. Start gathering quotes and shop!



08

Closing

At the closing table, both parties sign numerous documents, including the settlement statement and mortgage paperwork, and the transfer of ownership is officially recorded. The best part? You get the keys to your new home!

REAL ESTATE TERMS

PRE-APPROVAL

A pre-approval is the first step to obtaining a mortgage to purchase your home. The lender will perform an analysis on your income, debt, and credit-worthiness. You will need this in order to be ready to put an offer on a house.

DISCLOSURES

The disclosures related to a property will include everything that the sellers know about the property, including any areas that need repairs.

OFFER

An offer is a preliminary agreement to purchase a home, and is set between a buyer and a seller.

CONTINGENCY

A contingency related to a property is when the preliminary offer is accepted, pending certain conditions set out by the seller; home inspection & financing.

EARNEST MONEY

Good faith money is the balance of funds that are set aside into a trust or an escrow account to show the buyer is serious about the purchase.

HOME INSPECTION

A home inspection is an official review of the homes' current condition. It helps to determine if any work needed to be done to the property to bring it to normal working order.

APPRAISAL

An appraisal is the value that is assigned to the house based on an assessment of the neighborhood, market condition, and more.

TITLE SEARCH

A title search will confirm that the property that is being sold in fact belongs to the seller.

CLOSING COST

Closing costs is the amount that is paid, in addition to the sale price. This can include: taxes, insurance and lender expenses.

CLOSING

The closing part of the real estate sale is when the money and keys are exchanged.



FINANCIAL PLAN



How much should your downpayment be?

A 20% downpayment is the most common,
however, it is not your only option!

Have a discussion with your lender to
determine what works best for you.

DETERMINE YOUR BUDGET

It is recommended that
you stay within a budget
of 3-5 times your annual
income when purchasing
a new home.

When determine your
mortgage, don't forget
other factors like:
downpayment, legal fees,
taxes, home inspection
costs, appraiser costs, and
renovation costs.

PRE-APPROVAL

Obtaining a pre-approval on your mortgage will help you in many ways.

First, it will help you determine your budget, and help you stay within it. Second, it shows the seller that you are serious about purchasing a home, and that you have the funds necessary to complete the purchase.

Although you are pre-approved for a loan, that does not mean that you will be guaranteed this amount in your final mortgage. You will still have to be approved for a mortgage after you have submitted an offer.

It is important not to make any significant purchases or alter your credit score in any way during this time.



CREDIT SCORE CHECK

Your banker will likely perform a credit check prior to approving a mortgage and determining your interest rate. The most ideal range will be 620 or above.

The better your score, the lower the interest rate you will be charged on your mortgage.

TOUR HOMES

Be sure to make a list of your must haves, wants, and don't cares. As you go through the home, make sure you pay attention to your must haves.

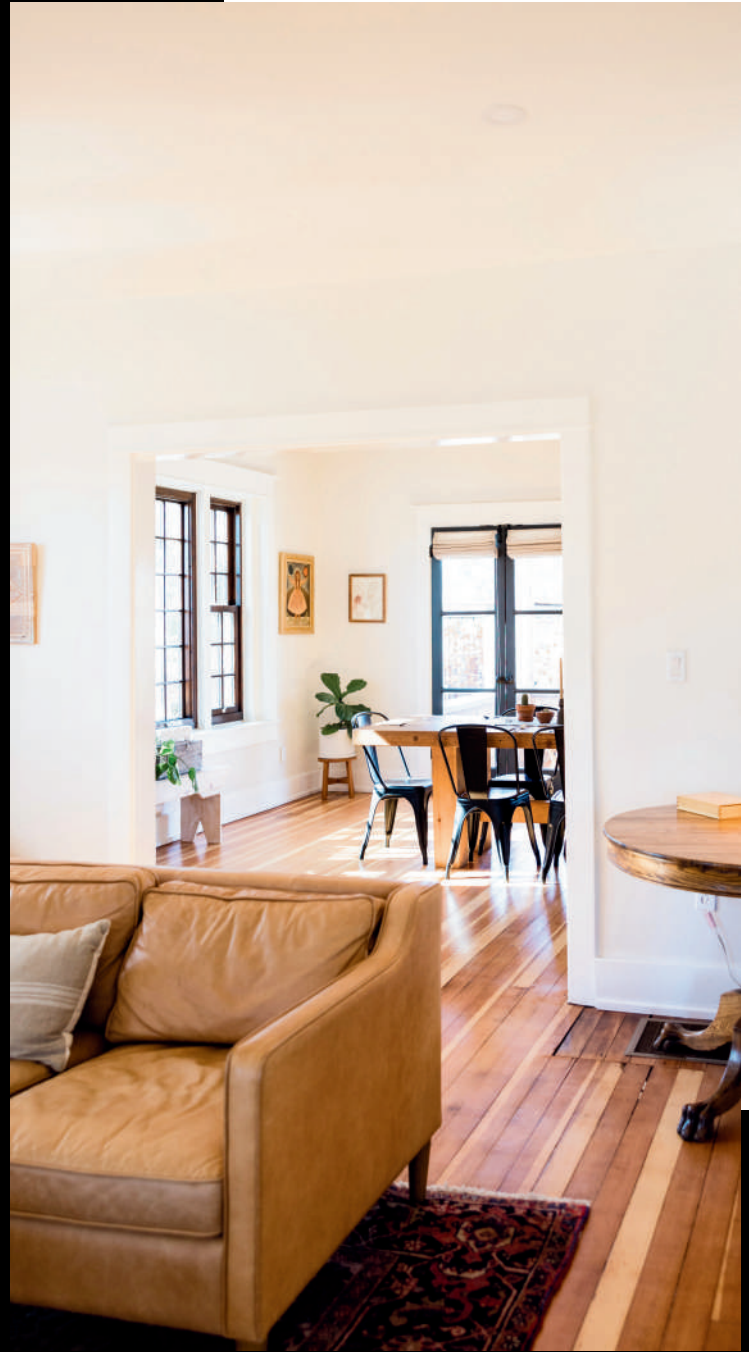
Once you find a house you love, you can make an official offer to the seller.

HOME SEARCHING TIPS

Take photos as you go through the open houses so you remember the layout and the feel of each house you visit.

Pay attention to features of the property that are beyond the house such as the neighborhood, the lot size, and the orientation of the home. Don't pay too much attention to the colors of the walls or the furniture.

Be sure to check out the small details like the light switches, water features, and appliances to make sure everything works.





HOME TOURING CHECKLIST

CURB APPEAL

1 2 3 4 5

DISLIKE NEUTRAL LOVE

OUTSIDE

1 2 3 4 5

DISLIKE NEUTRAL LOVE

LOCATION

1 2 3 4 5

DISLIKE NEUTRAL LOVE

INSIDE

1 2 3 4 5

DISLIKE NEUTRAL LOVE

OUTSIDE

1 2 3 4 5

DISLIKE NEUTRAL LOVE

NEIGHBORHOOD

1 2 3 4 5

DISLIKE NEUTRAL LOVE

ADDRESS: _____

DATE VISITED: _____

LISTED PRICE: _____

BEDROOMS: _____

BATHROOMS: _____

SQUARE FOOT: _____

TOTAL LOT SIZE: _____

YEAR BUILT: _____

SCHOOL DISTRICT/
NEIGHBORHOOD: _____

NOTES:



MAKE AN OFFER & NEGOTIATE

MAKE AN OFFER

Once you find a house you love, you can make an official offer to the seller.

NEGOTIATE AN OFFER

Be prepared to receive a counter-offer, and don't be afraid to negotiate for your purchase.

Be sure to know what you are buying and ensure that you feel the price is fair at the end of the day.

HOME INSPECTION

Make sure that you allow for an inspection to be completed prior to the closing of the sale. It is important to know as much about your home as possible.

If anything serious comes out of the inspection, you may have an option to back out of the agreement, or give you more negotiating power.

Feel free to ask your inspector to take pictures and be descriptive in their report. You can also ask for a meeting with the inspector to better understand their findings.

Once the inspection is complete, you can discuss and negotiate with the seller any final points.



APPRAISAL & APPROVAL

PROPERTY APPRAISAL

Other checks you should run prior to finalizing the purchase of your new home:

1. Appraisal
2. Property title search

Your banker will also want a formal appraisal of the home prior to issuing your loan.

Be sure to purchase home insurance for your new property!



LOAN APPROVAL

The lender will review any and all financial related forms and information prior to granting the loan.

They will review details like:

- Your income
- Credit history
- Employment status





SCHEDULE YOUR MOVE



Some things you will want to keep in mind closer to your move date:



MOVERS



RENOVATORS/ CONTRACTORS



UTILITIES



CLEANERS



MOVE OUT DETAILS

CLOSING

Closing is the final step for you to become the legal owner of your home. You will take a final walk-through a few days before closing to assure that negotiated work has been completed and everything is in working order.

The closing process itself requires a lot of paperwork and patience. Be prepared with your government issued photo ID, cashier's check and any other documents required by the title company or loan officer.

Don't forget to re-key all the locks and change the garage door opener code when the property is officially yours.

Congratulations on your new home!





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