



BUYER CONSULTATION · HANDOUT

Buying a home is a process of *elimination,* not selection.

A strategic framework for the educated buyer.

CHAPTER ONE

Seven movements *from curious to decisive.*

01

ONLINE MARKET EDUCATION

Begin online. Review actual sales matching your criteria — what properties are worth, how long they sit, the typical discount, and how often what you want hits the market.

02

IN-PERSON MARKET EDUCATION

Tour different styles and locations. No checkbook. The goal is calibration — your eye against the reality of what your money buys today.

03

THE TWO-COLUMN LIST

Sort criteria into Non-Negotiables and Wish List. Buying is elimination, not selection. Even \$500K and \$5M buyers drift one tier higher — clarity is the antidote.

04

REFINE THE SEARCH

On-market, off-market, foreclosures, estate sales, coming-soon. Every property matching your non-negotiables enters a round-robin to identify the strongest values.

05

STRATEGIC SHOWINGS

Eliminate, don't accumulate. Find your favorite, then compare every future home against it. You are now an educated buyer — a seller's worst nightmare.

06

DEFINE REAL VALUE

Optimize for Location, Lot, Bones — what cannot be changed. Pretty fades. A dated home on a busy road is the kiss of death for resale.

07

THE OFFER

Tactical, strategic, protective. Specialty clauses that cover you, with a presentation strategy designed for the people on the other side of the table.

CHAPTER TWO

The Two-Column List

Bring your draft to our consultation. We refine it together.

COLUMN ONE

Non-Negotiables

Short. Ruthless. The criteria you will not bend on.

- LOCATION RADIUS
- BEDROOM COUNT
- LOT TYPE
- MAX COMMUTE
- SCHOOL ZONE

COLUMN TWO

Wish List

The wants. Captured as honestly as the budget allows.

- OPEN KITCHEN
- SOUTH EXPOSURE
- GARAGE
- OUTDOOR SPACE
- RENOVATED BATHS

DEFINING VALUE

Location. Lot. Bones. *Everything else is a finish.*

Optimize for what cannot be renovated. Pretty fades; location, lot, and bones do not.