

THE ROAD  
TO

Home

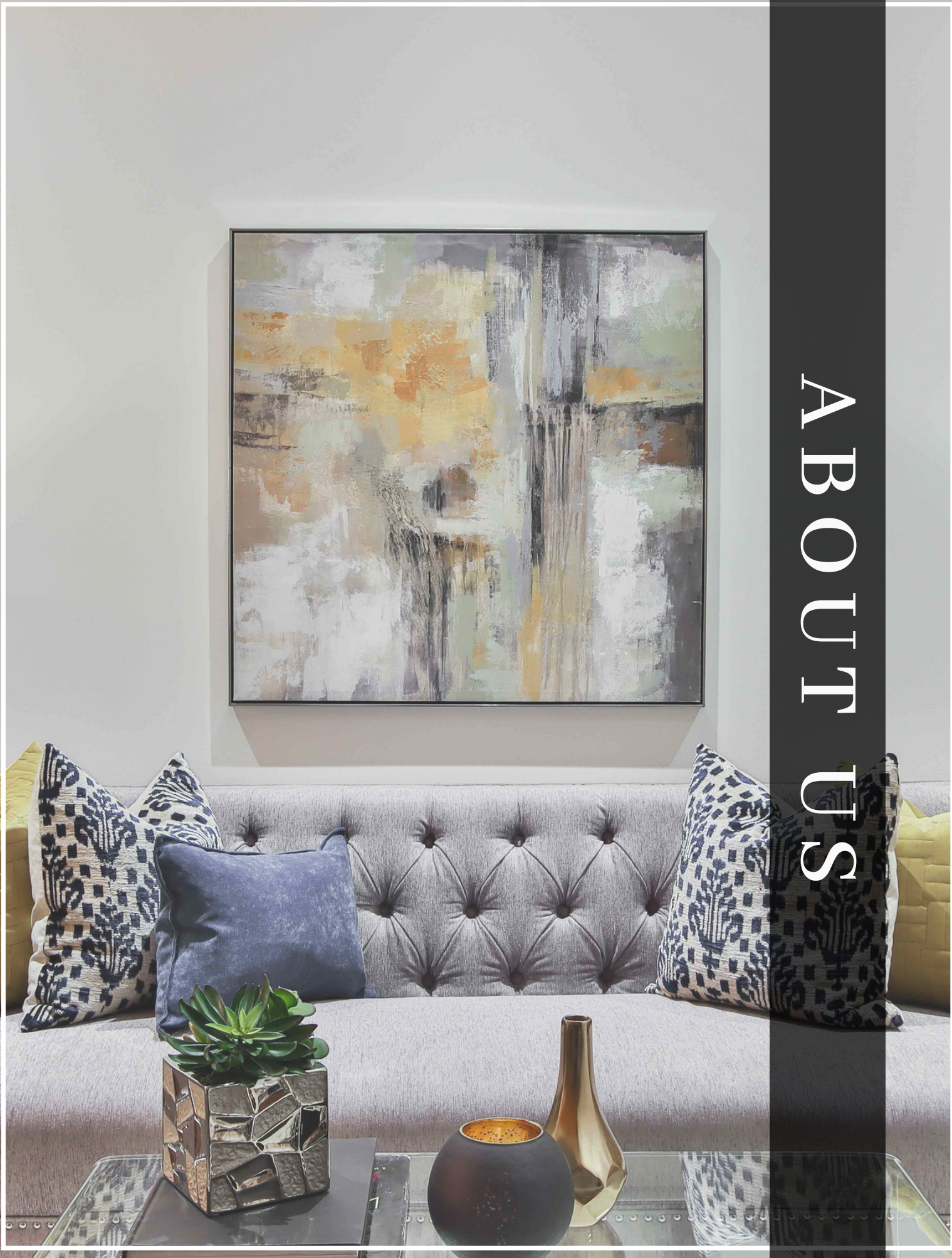
A HOME BUYER'S GUIDE

*Team Morales*

[WWW.MOREWITHMORALES.COM](http://WWW.MOREWITHMORALES.COM)



**COLDWELL BANKER**  
**REALTY**



ABOUT US

# nice to meet you

## RICH & LISA MORALES

REALTORS® | FOUNDERS & OWNERS | LISTING SPECIALISTS

#1 Realtor in Lakota School District

Top 5 - Butler-Warren Association of Realtors® (700+)

Top 10 - Realtors at Coldwell Banker Realty (800+)

Top 20 - Realtors in Cincinnati (4,000+)

"America's Top 100 Real Estate Agents"

5 Star Rated - Zillow, Google, Facebook, Trulia,  
Realtor, RealSatisfied & More

Veteran, Woman, Latino, LGBT+ Owned Family Business



Lisa Morales is a highly regarded, full-time real estate agent, specializing in listing homes for sale and providing home sellers with expert representation. Lisa founded and built Team Morales after several years as a successful independent agent, in order to provide that same incredible service for buying clients. They have since grown into a tight knit group of licensed Realtors, including Rich Morales (Lisa's husband) and Sydney Morales (2nd generation Realtor), plus an amazing Transaction Coordinator, and Listing Coordinator.

This well-oiled machine is closing in on an astronomical ~1,000 homes sold, with 150 selling in 2020 alone. But it's not about the numbers to them. Every home sold represents families, relationships, varying circumstances, and a tailored experience to best fit the needs at hand. They listen carefully, and work by the Golden Rule, treating every client and home with equal respect and integrity. When you approach your business this way, people tend to take notice, and success follows.

Team Morales works all over Southwest Ohio, and in all price ranges. They do incredible marketing on listings, often resulting in multiple offers, selling over list price, and getting sellers concessions they never dreamed of, such as occupancy after closing. Since they carry so many listings and work with so many buyers, they also offer unmatched opportunities to their clients, who are often able to buy or sell homes before they ever hit the market publicly. This results in happy sellers who can enjoy a quiet and discreet sale at their desired price, and overjoyed buyers able to secure their dream homes in this competitive market. These many happy families have shown their gratitude in the hundreds of 5 star reviews of Team Morales you can find online.

*Why Clients & Colleagues Love Working With Us:*

- ☆ Real estate expertise & early access to listings
- ☆ Embrace of technology (apps, texting & e-signing)
- ☆ Professionalism, courtesy, and empathy
- ☆ Flexible schedules to meet your needs
- ☆ 5 star client care and communication

## LET'S CONNECT

513-218-0687

LISA.MORALES@CBWS.COM

WWW.MOREWITHMORALES.COM

FACEBOOK.COM/MOREWITHMORALES

@MOREWITHMORALES

@MOREWITHMORALES

# experience & achievements

## **Awards:**

Ohio Association of Realtors® - Good Neighbor Award Recipient  
Butler Warren Association of Realtors® - Good Neighbor Award Recipient  
National Association of Realtors® - Good Neighbor Award Nominee  
Butler Warren Association of Realtors® - Salesmasters Award  
Cincinnati Area Board of Realtors® - Circle of Excellence Award  
(2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020)  
Ohio Association of Realtors® - President's Sales Club Award  
(2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020)

## **TV & Publication Appearances:**

Featured in Cincy Magazine's 5 Star Professionals  
Featured in US News & World Report's Guide to Selling Your Home  
Featured on The American Dream TV Show on ABC  
Featured on the cover of Real Producers Magazine

## **Team Designations:**

Professional Property Stager (PPS)  
New Construction Certified  
Relocation Specialist  
Senior Real Estate Specialist (SRES)  
At Home With Diversity (AHWD)  
Seller Representative Specialist (SRS)  
Certified Luxury Home Marketing Specialist (CLHMS)  
Smart Home Certified

## **Community & Charity Involvement:**

For every home sold, we donate to the Coldwell Banker Realty Cares Foundation.

Founder & Planner, "West Chester Food Truck Nights"  
Villages of Providence HOA Social Chair  
"Good Neighbor Award" Recipient, County & State Level  
Volunteer President of Advisory Board - Salvation Army  
Annual Coat & Toy Drives (200 Children Sponsored in 2020)  
Sponsor of Lakota Tomahawks Youth Football  
Lakota School District & PTO Donor  
Butler County Humane Society Donor  
Cancer Family Care Donor  
Fine Arts Fund Donor  
United Way Donor

Se Habla Espanol! 513-218-0633

# MEET TEAM MORALES



*April Rockey*

REALTOR®

April Rockey is a friendly, fun, and highly experienced agent. She's been a friend of the Morales family for years, and everyone was thrilled when she finally decided to join the team. April lives on a property in Colerain with her family and new puppy. She loves helping homeowners market and sell their homes, and specializes in homes with land, luxury homes, log homes, and other unique properties. She is also a member of the Institute for Luxury Home Marketing and has extensive training in the art of navigating the world of luxury real estate.



*Beth Littlejohn*

REALTOR®

Kent & Beth Littlejohn are experienced business owners, having run their own insurance and training businesses prior to working in real estate. Beth has experience in interior design and her dream was to work in real estate, so they recently took the plunge and began a real estate career together! They live in Mason with their kids and dog and love getting the opportunity to offer their various areas of expertise to homebuyers and homeowners looking to make a move.



*Theresa Roth*

REALTOR®

Theresa is a licensed agent who works with buyers and sellers. She loves helping families find their dream homes, especially first timers. She is a mom of 3 and resides in Milford, OH. Theresa has a unique perspective as her husband has been relocated for work many times - she's very familiar with the relocation and new construction process thanks to these experiences!



*Sydney Morales*

REALTOR®

Sydney joined our team when she moved back after going college and living in Denver, and we are so glad she's here! She brings us a great, new perspective on the business with her background in Marketing and Organizational Management. She's keeping the team running like a well oiled machine and keeping it fun, all while helping Buyers and Sellers as a licensed Realtor! In her spare time, she enjoys taking her dog Pawps to dog parks, hanging out with friends, and checking out new restaurants and nightlife.



*Auriel Jackson*

REALTOR®

Auriel has worked at Team Morales for going on 5 years, wearing many hats as our Transaction Coordinator, Listing Coordinator, head of Marketing & Business Development, and Office Manager. After overseeing hundreds of sales in our office, Auriel officially got her own real estate license in 2019! She's thrilled to round out her experience in the real estate world and get to work directly with friends, family, and new clients! In her spare time she enjoys spending time with her daughter, podcasts, arts and crafts, and seeing movies and concerts.



*Carla Goetz*

REALTOR®

Carla joined Team Morales a couple years back to help us give even better service to our clients! She helps us from accepted contract all the way through closing day. Carla's organizational skills and warm personality keeps the process as smooth and easy as possible. She lives in Mason with her husband, 3 children, and 2 dogs. In her spare time she volunteers with a church group for families who are new to the area.



Committed to bringing you the most professional, informative, trustworthy & dedicated service.

My responsibility is protecting the interests of my clients in every transaction.



# 10 Steps TO BUYING A HOME

01/

FIND THE RIGHT AGENT

02/

PREPARE FINANCES

03/

GET PRE-APPROVED

04/

START HOME SHOPPING

05/

MAKE AN OFFER

06/

ORDER AN INSPECTION

07/

NEGOTIATE FINAL OFFER

08/

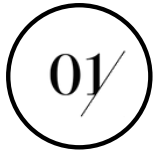
APPRAISAL ORDERED

09/

SCHEDULE THE MOVE

10/

CLOSING DAY



## FIND THE RIGHT AGENT

Buying a home is one of the most significant purchases in a lifetime. It is essential to have an experienced agent in your corner, always looking out for your best interest. A buyer agent's fiduciary responsibility is to represent the buyer and to ensure that they are protected.

After all, a seller has someone in their corner. A listing agent has an allegiance to the seller. Their goal is to get the seller top dollar for their home. There is incredible value in having someone working for YOUR best interests when buying a home.



### GETTING YOU IN THE DOOR

We will narrow down the homes that fit your unique wants and needs and get you in the door! I look at dozens of homes every day, and I can help you identify potential problems within a home.

### HANDLING CHALLENGING CONVERSATIONS

When repairs or changes in price need to be made, We will be your guide and handle requesting any repairs or changes in price to the sellers.

### STAYING ON TOP OF THE PAPERWORK

Buying a home involves many types of documentation. We have the experience and knowledge to navigate real estate contracts. Ensuring that nothing is overlooked, and that you truly understand what a paper means before ever signing on the dotted line.

### ON YOUR SIDE

A Realtor will represent your best interests. With a pulse on the local market and a sound understanding of how various amenities effect the value of a home, we will make sure we submit a competitive offer on the right house for you.

### NEIGHBORHOOD EXPERT

We work daily in neighborhoods with inspectors, contractors, and negotiating with sellers. We have the market knowledge you need to get you the home of your dreams at the best price! Understanding the local real estate market is essential when it comes time to make an offer on a house.

### PROBLEM SOLVER

We will work hard to protect all of your interests and take on any issues that may arise throughout the entire process. We work tirelessly to make sure buying a home is a fun and stress-free process.

### AFFORDABILITY

The seller typically pays the commission for both the seller's agent and the buyer's agent.



## 02/

# PREPARE FINANCES

## HOW MUCH HOUSE CAN YOU AFFORD?

Mortgage lenders recommend you do not buy a home that is more than 3 to 5 times your annual household income. If you are not purchasing a home with cash, you will need a mortgage pre-approval provided by your mortgage lender. A lender will work with you to get a loan that meets your needs. Some buyers are concerned with keeping their monthly payments as low as possible, others want to make sure that their monthly payments never increase.

## CHECK YOUR CREDIT

A mortgage requires a good credit score. You can improve your score by:

- Paying down credit card balances
- Continuing to make payments on time
- Avoid applying for a new credit card or car loan until you have been approved
- Avoid making big purchases until you have been approved
- If possible, avoid job changes until you have been approved

## SAVE CASH FOR A DOWN PAYMENT & OTHER EXPENSES

In order to make your dream of buying a home a reality, you will need to save cash for your down payment, earnest money, closing costs & home inspector.

- A Down Payment is typically between 3.5% & 20% of the purchase price and varies by loan type\*
- Earnest Money is money you put down to show you're serious about purchasing a home. It's also known as a good faith deposit which will be included
- Closing Costs for the buyer runs between 2% & 5% of the loan amount
- A Home Inspection costs \$300 to \$500



## 03/

# GET PRE-APPROVED

Being pre-approved, unlike being pre-qualified, means you've actually been approved by a lender for a specific loan amount. You will need to provide documented financial information (income, statements, assets, debt & credit reports etc.) to be reviewed & verified by the lender.



A top-down view of a desk with a white laptop keyboard on the left, a grey pen on a grey notebook in the upper right, and a spiral notebook with a wooden pencil on the bottom right. A dark grey vertical bar is on the right side, containing the text 'PREPARING' in white.

# PREPARING

*for a better look*



# GET *qualified*

TYPE OF LOAN	CREDIT SCORE	DOWN PAYMENT
VA LOAN	620	NO DOWN PAYMENT
USDA LOAN	620	NO DOWN PAYMENT
FHA LOAN	580+	3.5%
	500-579	10%
203K LOAN	640	3.5%
CONVENTIONAL 97	620	3%
CONVENTIONAL LOAN	640	5-20%

# INCOME *qualifications*

## QUALIFYING INCOME

W-2 Income/Salary  
Income from part-time jobs  
Income from a second Job  
Overtime & Bonuses  
Seasonal jobs  
Self-employed Income  
Alimony & child support (Documentation required)

## NON-QUALIFYING INCOME

Income from the lottery  
Gambling  
Unemployment pay  
Single bonuses  
Non-occupying co-signer income  
Unverifiable income  
Income from rental properties

# NEEDED *documents*

W2'S FROM THE PAST 2 YEARS  
3 MONTHS WORTH OF PAY-STUBS  
BANK STATEMENTS (PAST 3 MONTHS)  
PREVIOUS 2 YEARS OF TAX RETURNS  
LIST OF YOUR DEBTS & ASSETS  
DIVORCE DECREE  
ADDITIONAL INCOME DOCUMENTS

# TYPES OF *mortgage* LOANS

## TYPES OF LOANS

	WHO QUALIFIES	DOWN PAYMENT	UPFRONT MORTGAGE INSURANCE	MONTHLY MORTGAGE INSURANCE	MINIMUM CREDIT SCORE
<b>VA</b> Department of Veteran Affairs	Veterans Personnel with honorable discharge Reservists & National Guard Surviving Spouses	NONE	NONE	NONE	580
<b>USDA</b> Department of Agriculture	Someone who is buying a home in a USDA -designated rural area.	NONE	2% of the loan amount. Can be rolled into loan amount.	REQUIRED	640
<b>FHA</b> Federal Housing Administration	Anyone who meets the minimum credit and income levels.	At least 3.5% of purchase price	1.75% of loan amount	REQUIRED	580-640
<b>203K</b> Federal Housing Administration	Anyone who plans to purchase a fixer-upper or needs to renovate their home and meets credit & income requirements	At least 3.5% of purchase price	1.75% of loan amount	REQUIRED	580-640
<b>CONVENTIONAL 97</b>	Depending on the program, available first time home buyers (a buyer who hasn't owned in the last three years) can put 3% down with a Conventional 97 program.	Varies from 3%-20% of purchase price	NONE	REQUIRED	620
<b>SELECT SMART PLUS</b>	Anyone who meets lenders credit, income & debt level requirements	Varies from 3% -20%, but typically ranges from 5-20%	NONE	REQUIRED	620



START *Shooting*



## START HOME SHOPPING

### **START TOURING HOMES IN YOUR PRICE RANGE**

Time to start shopping! We will take notes on all the homes we visit. It can be hard to remember all the details of each home, so take pictures or video to help you remember each home, and review the notes you have written. Once we have found THE house for you, we will present an appropriate offer based off of recent sales and current buyer activity in the area, as well as the value of the property in it's current condition. Negotiations may take place after the offer is presented.



MAKE AN offer



# 05

## MAKE AN OFFER

### WHEN TO MAKE AN OFFER:

So you have found THE house! Congrats! In today's market when the demand is higher than the amount of homes available it is important to act fast!

### HOW MUCH TO OFFER:

We will sit down and look at recent sales and current buyer activity in the area, as well as the value of the property in it's present condition. Putting all this information together, we will determine the price that you would like to offer.

### SUBMITTING AN OFFER

There are some components to an offer that makes it more appealing to the sellers.

#### •Put Your Best Foot Forward

We will work together to discuss your options and create your very best offer. Depending on the circumstances, you may have only one chance to make a good impression.

#### •Put Down a Healthy Earnest Deposit

A large earnest money deposit shows the seller you are serious

#### •Cash Talks

A transaction that is not dependent on receiving loan approval is more attractive to a seller

#### •Shorter Inspection Periods

Try shortening the inspection period to 7 days

#### •Write the Seller a Letter

We will make your offer stand out by writing a personal letter to the seller, explaining why you fell in love with their home.

#### •Offer to Close Quickly

Many sellers prefer to close within 30 days.



## THE PROCESS

### AFTER YOU SUBMIT AN OFFER

#### THE SELLER COULD

##### •ACCEPT THE OFFER

##### •DECLINE THE OFFER

##### •COUNTER-OFFER

A counter-offer is when the seller offers you different terms. If this happens, you can:

##### •ACCEPT THE SELLER'S COUNTER-OFFER

##### •DECLINE THE SELLER'S COUNTER-OFFER

##### •COUNTER THE SELLER'S COUNTER-OFFER

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

### OFFER IS ACCEPTED - CONGRATS!

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period. Now inspections, appraisals, or anything else built into your purchase agreement will take place.







ESCROW *Journal*

## 06/ ORDER AN INSPECTION

During the inspection period, we will schedule an inspection with a reputable home inspector to do a thorough investigation of the home. Once this is complete, the inspector will provide us with a list of their findings. You can take the issues as-is or request the seller to address some or all of the findings. We will be mindful and reasonable on smaller items, while being very cautious and vigilant of potentially significant issues.



## 07/ NEGOTIATE FINAL OFFER

Issues typically arise after the home inspection, and those issues tend to result in another round of negotiations for credits or fixes.

- 1. Ask for a credit for the work that needs to be done.** Likely, the last thing the seller wants to do is repair work.
- 2. Think “big picture” and don’t sweat the small stuff.** Tile that needs some caulking, or a leaky faucet can easily be fixed. Repairs are still up for negotiation and perhaps a small credit would help with closing costs.
- 3. Keep your poker face.** The listing agent will be present during inspections and revealing your comfort level with the home could come back to haunt you in further discussions or negotiations.

## 08/ APPRAISAL ORDERED

Your lender will arrange for a third party appraiser to provide an independent estimate of the value of the house you are buying. The appraisal lets all parties involved know that the price is fair. The loan file then moves on to the mortgage underwriter.

If approved you will receive your final commitment letter that includes the final loan terms & percentage rates.

### Property Title Search

This ensures that the seller truly owns the property, and that all existing liens, loans or judgments are disclosed.

### Homeowner's Insurance

You'll need insurance for the new home prior to closing. This will protect against things like fire, storms and flooding

# 09 scheduling YOUR MOVE



## AFTER SIGNING

- FINALIZE MORTGAGE
- SCHEDULE HOME INSPECTION
- Declutter! Sort through every drawer, closet, cupboard & shelf, removing items you no longer need or like. Donate or sell items that are in good condition
- Get copies of medical records and store with your other important documents
- Create an inventory of anything valuable that you plan to move
- Get estimates from moving companies

## 4 WEEKS TO MOVE

- Give 30 days notice if you are currently renting
- Schedule movers/moving truck
- Buy/find packing materials
- START PACKING

## 3 WEEKS TO MOVE

- ARRANGE APPRAISAL
- COMPLETE TITLE SEARCH (TITLE COMPANY WILL DO THIS)

## 2 WEEKS TO MOVE

- SECURE HOME WARRANTY
- GET QUOTES FOR HOME INSURANCE
- SCHEDULE TIME FOR CLOSING
- Contact utility companies (water, electric, cable)
- Change address: mailing, subscriptions, etc.
- Minimize grocery shopping
- Keep on packing

## 1 WEEKS TO MOVE

- OBTAIN CERTIFIED CHECKS FOR CLOSING
- SCHEDULE AND ATTEND FINAL WALK THROUGH
- Finish packing
- Clean
- Pack essentials for a few nights in new home
- Confirm delivery date with the moving company. Write directions to the new home, along with your cell phone number



A close-up photograph of a person wearing an orange sweater, holding a white pen over a tablet device. The person's hand is in the foreground, and the tablet is on a white surface. The background is blurred. The text 'CLOSING day' is overlaid on the right side of the image.

CLOSING *day*



10

# closing day



## CLOSING DAY

Closing is when you sign ownership and insurance paperwork and you receive your new home's keys! Typically, closing takes four to six weeks. During this time, purchase funds are held in escrow, where your money is held safe until the transaction is complete.



## CLOSING DISCLOSURE

Lenders are required to provide you with a closing disclosure, at least three days before closing. This will show you what your final loan terms and closing costs will be. You will have three days to review the statement. This is done to ensure that there are no surprises at the closing table. If there is a significant discrepancy between the loan estimate and the closing disclosure, we must notify your lender and title company immediately.



## FINAL WALK THROUGH

We will do a final walk through the home within 24 hours of closing to check the property's condition. This final inspection takes about an hour. We will make sure any repair work that the seller agreed to make has been done.

We will be sure to:

- Make sure all appliances are working properly
- Run the water in all the faucets and check for any possible leaks
- Open and close garage doors with opener
- Flush toilets
- Run the garbage disposal and exhaust fans



## CLOSING TABLE

Who will be there:

- Your agent
- The seller
- The seller's agent
- A title company representative
- Your loan officer
- Any real estate attorneys involved in the transaction

The closing typically happens at the title company. You will be signing lots of paper work so get your writing hand warmed up! Some of the papers you will be signing include: the deed of trust, promissory note, and other documents



## CLOSING COSTS

Closing costs can vary depending on your home's purchase price and where you are located. You can generally expect your closing costs to be around 3% to 4% of the home's sales price. These closing costs can sometimes be shared with the seller.



## BRING TO CLOSING

- Government-issued photo ID
- Copy of the sales contract
- Homeowner's insurance certificate
- Proof of funds to cover the remainder of the down payment and your closing costs



## RECEIVE YOUR KEYS

Congratulations! It was a lot of hard work but you are now officially home owners!! Time to throw a party and get to know your new neighbors!



# REVIEWS

# REVIEWS



*Read more on Zillow, Facebook, or Google!*

Would highly recommend team Morales!! I personally worked with Sydney and she is an awesome realtor. She connected me with a great home lender and walked me through every step of the first time home buying process. I always felt like I could reach her at anytime no matter what questions or concerns I had. If you want someone who cares about you and everything you are looking for in a home, contact Sydney! So happy to have their team in our lives!

When my husband and I were looking for our first house together, Team Morales was there for us every step of the way and helped us find the perfect place not only for the two of us, but also my grandmother who has trouble getting up steps and is living with us. So happy to have their team in our lives!

Team Morales truly go above and beyond. They helped us through the process of building our forever home and gave us such helpful advice that truly has made a huge impact! We are so thankful for their help.

Rich and the entire team are amazing. Excellent advice, knowledgeable, and patient! Helped us find the perfect home on our budget.

My now wife and I were really struggling to find a home in the Cincinnati area when we met Rich and then when we started looking at new construction we met his wife Lisa. Both were great to work with and answered all our questions about the process since we had zero knowledge of the home buying/building process. Great team!

We had Team Morales about a year ago. The whole team was very professional, very helpful, insightful. We had to sell our previous home and purchase a new home. Team Morales made the process very smooth for us, they gave us a plan and was achievable. Would recommend the team.

Team Morales is great! They helped us buy and sell our first home as well as helping with the purchase of my parents home! They are professional and always available to answer any question we had! Even to this day they still stay in contact!

We love team Morales, they are very attentive and amazing to work with. We highly recommend this team of realtors!

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