

First United Realty Home Buyer's Guide

**Three Simple Steps That Virtually  
Guarantee You Find the Perfect Home  
at the Best Possible Price!**

Here's why virtually every other "automated" home search sets you up for frustration, disappointment, and failure. Worse yet, you rarely ever see the best homes in your price range. Instead, you're just getting everyone else's leftovers.

by Kyle Noe

Friend,

Helping you and the absolute perfect home at the best possible price is our passion.

The ideal home should bring you years of joy, happiness, and be filled with a lifetime of loving memories. Helping you and that perfect place you call “home” is more than a job to us. That image of you settling back in a comfortable chair, relaxing, knowing you’re in the right place, it shapes everything we do to serve you.

And if we can work together that vision can be your reality sooner than you might think.

The way we help folks like you achieve that goal is by helping you comb through the thousands of options you have, making the process relatively easy and stress-free, and then, when the time is right, helping you negotiate a great price on the home.

When you have us in your corner, we’ll fight hard for you, and make the whole process far easier than you might think.

**That’s why these custom searches  
are so important.**

This isn’t just another cookie-cutter “automated search.” Those type of searches spit out hundreds of properties, cause you to do enormous amounts of research, and waste massive amounts of your very limited time.

Worst of all, you completely miss the best opportunities.

In fact, if your search criteria isn’t highly-refined and spot-on, with exactly what you want and need, you will eventually find the perfect house...*a week or two after it’s sold!*

Without fine tuning and tweaking your criteria you can wind up like a dog chasing its tail, simply not having enough time to comb through all your options. And unfortunately by that time your perfect home is already sold.

That’s why the first step is so important...

## **Step 1...**

### **Understand the Best Homes in Every Price Range Always Sell First... *and They Tend to Sell Fast!***

This is just a simple fact of life in real estate. Step back for a moment and think about it. It only makes sense that a well-kept home, that's priced better than all the other similar homes in the area, would sell the fastest...*doesn't it?*

If all things are relatively equal, and one home is priced \$10,000-\$20,000 less than every other similar property in the area, which one is going to sell first?

The one that's priced most aggressively, *right?*

This is a very basic concept, yet many well-meaning home shoppers don't even think about it. The worst part is when someone is shopping for a home and they don't keep this basic fact top-of-mind, they consistently miss out on the best possible opportunities.

However, there's a very simple way to solve this problem and position yourself at the front of the line, virtually every single time a great property comes along.

Which brings us to...

## **Step 2...**

### **Let Us Help You Refine and Fine-Tune Your Home Search Criteria...**

Refining your search criteria will cut your search time down dramatically. And far more important, it will help you zero-in on the perfect home before someone else buys it.

Again, the best homes (those that are nicely-kept and priced right) tend to sell fast, in every price range. So sharpening your focus is a crucial step.

If you would be open to having a 5-10 minute phone conversation and answering a few questions, you can really help us dial in your search. With a good solid picture of exactly what you're looking for and what's most important to you, our 24 years of experience in

the market can be put to work finding you *exactly* what you want.

And yes, in this process we do ask a few questions that can feel a little bit personal at times. But there's a very good reason. *Think about it.* What's more personal than the home you're going to be living in for the next 5-10-15 years?

This is a very personal process and one thing you can be absolutely certain of is our complete respect for you, your privacy, and your personal needs in this process.

So if you take the step to have a brief phone conversation with us, please understand that our questions are not designed to be nosy or to advance some "sales agenda." Our only goal for the conversation is to discover your deeper, more important needs and desires in a home...so we can help you find it first...*before someone else buys it.*

I hope that makes sense and you can understand where we're coming from. In this entire process it really is all about helping you. Now for...

### **Step 3...**

#### **While You're Searching for Your Perfect Home...*Prepare Yourself Mentally...***

This step is far more critical than many home buyers think. Folks often feel that when they've found the perfect house they can "sleep on it," "mull it over," or "just think about it."

Well, yes you can.

But here's the hard truth about that idea. I've been working with home buyers for over 24 years now and to date I've helped 1,773 nice folks like you find and purchase their first, second or third homes.

What's truly heartbreaking is when a client is searching in earnest, they find the "perfect home," and they aren't ready to make a decision. Invariably I would hear clients say "We'd like to sleep on it." And that evening an offer comes in and the "perfect home" gets bought right out from under them.

Unfortunately it happens all the time. That's why I always try to encourage folks to talk it over while they're at the property and come to a "yes" or "no" decision while we're

there. The reason is we can always look at other houses...and we'll show you as many as you like. The problem with the "perfect home" is it may not be there tomorrow.

*Now don't get the idea we will try and rush you in any way.* That's not at all how we operate. I'm simply saying the best homes sell fast and if you want to get into the ideal property, timing does play a roll. It can make the difference between getting into the perfect home vs. settling for your 3<sup>rd</sup> or 4<sup>th</sup> choice.

Also, you can rest assured that once you make that "yes" decision we will help you every step of the way. It will become a purposeful deliberate process where we will guard and protect those things that are in your best interest.

**Now you might be wondering why are we so methodical and driven with this idea of helping you be first in line for the best properties?**

Well there's no worse feeling for me, as your advocate in this process, than to see the look on your face when you and the absolute perfect home and it gets bought right out from under you.

In the early days of my career it happened all the time. My clients and I would look at 8-10 houses and then we would walk into a home where everything felt exactly right. The home appeared to be absolutely perfect. The excitement would begin to build and that night, while they were "sleeping on it," the home would go under contract.

It was crushing for my clients. And frankly, the way most agents advise clients these days, it sets up the exact same scenario the majority of the time. The worst part is the disappointment can be emotionally exhausting. That's why I've refined this process and taken home shopping to a whole new level of effectiveness for you.

If we work together, and fine-tune your search criteria, we can pinpoint-target the best possible properties for you...first...before nearly anyone else has the opportunity.

Then, provided you've mentally prepared yourself to take action, you can land that perfect property...that place you'll affectionately call "home."

Listen, I'll show you 100 properties if necessary. I'll do whatever it takes to help you feel confident and comfortable with your decision. But the hard truth is the best opportunities don't last a long time.

That's why I say these things.

It's not to rush you. It's to prepare you to land the perfect home. And when you do...that's when you'll see the real fight in me come out. I'll be fighting tooth and nail to

negotiate the best possible deal for you. And above all, I'm fully committed to guarding and protecting those things that are in your best interests throughout this process.

So in closing there are actually four things to keep top-of-mind:

- 1.) The nicest homes in every price range sell fast.
- 2.) Other "automated searches" will waste your time and position you to fail.
- 3.) Let us help you refine your search by openly communicating with us.
- 4.) And lastly, mentally prepare yourself to seize a great opportunity.

Then, when it's time to pull the trigger, you need a Pit Bull in your corner negotiating on your behalf...I'll be that person for you...if you'll allow me that privilege.

Thanks for taking the time to read this report. My hope is that it positions you for success and helps you find the perfect home at the best possible price.

All my best,

## Kyle Noe

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**PS Two more quick points; only sign a "buyer agency agreement"** after you've found the right home and you're ready to write an offer. The reason I say this is some agents try to get you to sign things that obligate you to them. I don't believe in that.

My thought is, if an agent doesn't do a good job for you, you should fire them. And even though I'll work harder than anyone on the planet to help you, if for some reason you're unhappy with my services, I'd rather you work with someone you're happy with.

In fact, if for some odd reason we just don't work well together, I'll give you a good quality referral. A little hint though, that's only happened twice in the last 31 years...and like I mentioned, I've got 1,773+ happy clients on the other side...just saying. 😊

The last thing I want to share with you is a little trick to help you avoid the pack of "commission hungry" agents out there. Just tell them you're working with Kyle Noe from First United Realty and they'll instantly leave you alone!

Take care and I hope to talk with you soon.