

BUYING A HOME?



# All Real Estate Agencies Are Not Created Equal



We Represent Only You,  
The Buyer - Never The Seller

*for*  
**Home**  
**Buyers**

*Realtors*

***Working for Buyers ONLY!***

WE PROTECT YOU

## BUYING OR BUILDING A HOME?

**You need an Exclusive Buyer's Real Estate Agency  
working ONLY for You.**

**And here's why...**

*because all Real Estate Agencies are not created equal!*

**FACT IS...**if you work with a real estate agency that lists homes for sale or represents new home construction - their incentive is to sell their own listings first - they make more money.

**FACT IS...**if you contact an agent or agency named on a yard sign or visit an agent at new home construction, that agent or agency works for and represents the seller and can never represent you 100%.

**FACT IS...**all real estate agents are required by law to disclose to you who they represent prior to showing you any property. Real estate law also requires that you are shown the brochure "Working with Real Estate Agents" to document that they have performed the required disclosures.

**FACT IS...**if you view and repeatedly discuss a particular piece of property with an agent and then later decide to purchase that property choosing a different agent, the first may claim "procuring cause." Meaning that they were responsible for your purchase and therefore entitled to the commission from the sale.

**FACT IS...***FOR HomeBUYERS, Inc.* never lists homes for sale and never works for the seller; therefore, there can NEVER be a *conflict of interest*. We are an *Exclusive Buyer's Real Estate Agency*. We work ONLY for YOU.

**FACT IS... We Guarantee 100% Loyalty from start to finish!**

## DON'T GET EATEN ALIVE!



**I**f you were going to court... **Would you consider using your opponent's attorney? Why would you use a Seller's Agent to help you buy a home?**

All agents at *FOR HomeBUYERS, Inc.* are Exclusive Buyers Only Agents. It is our mission to provide you ALL the facts about each property you are interested in and we are not afraid to tell you...

- The foundation has settled
- This builder is not reputable
- The lot drainage is poor
- There is a better value for your money
- and much, more more...

Your new home may be the largest single purchase of your lifetime and how happy you are with this purchase depends on your knowing all the facts — *good and bad.*

You can trust us to tell you **everything** we know about any property you are looking at. And if we honestly believe it would not be a wise investment...

**We are not afraid to say —  
"Don't buy this house."**



YOU'LL GET SERVICE

## WE'LL GIVE YOU MORE THAN A FAIR SHAKE!

# F

OR HomeBUYERS, Inc. will provide all the necessary services from contract to closing.



### **Buyer Protection Seminar — “How to Avoid Costly Home Buying Mistakes”**

presented every month. We cover topics like arranging home inspections, mortgage and loan options, market values and how a buyer's agent works for you. The seminar is a free, no-obligation service. (Visit our “Educational Seminars” web page for outline and registration.)



### **Private Consultation**

For persons needing special arrangements, we are happy to set up a private, no-obligation *Consultation* to explain our services and Exclusive Buyer Representation.

For persons needing assistance with writing offers to purchase, determining market values on a property, evaluating conditions of properties, or other real estate assistance, we offer our services on an hourly basis.



### **Area Introduction**

For those who are unfamiliar with the area, we will be happy to give you honest advice about home prices, schools, zoning, etc., and familiarize you with the entire area.



*“FOR HomeBUYERS was great! They gave us all the information we needed and took care of detail after detail. Nobody knows the needs of a homebuyer like they do! Their fairness and professionalism was greatly appreciated.”*

*~ The Rowlands ~*



*“We worked with several agents before FOR HomeBUYERS, and FOR HomeBUYERS was much more active in helping us obtain a house. To top it off, once we found the house, our agent did the leg work. All we had to do was show up at the closing with a pen in hand and smiles on our faces!”*

*~ Ruth & Rick Pappas ~*



## IT TAKES A SHARP PENCIL!



*"We learned more about home buying and construction in one day than we learned in six months the last time we bought a house. FOR HomeBUYERS did a super job!"*

*~ James & Carolyn Coutts ~*



*"Some builders can intimidate you, but FOR HomeBUYERS would get out there and look over every little thing and point out anything that wasn't right.*

*They let us know what our rights were and wouldn't let them pressure us into closing until everything was fixed. We really got our money's worth."*

*~ Sandy & Charlie Jamison ~*

# R

Real Estate is full of hidden details. Real Estate is also full of hidden dangers.

FOR HomeBUYERS, Inc. thrives on these challenges. Whether you are purchasing a resale home or building a new home, FOR HomeBUYERS, Inc. thrives on the challenge of providing you all the details. We have a staff of full-time exclusive buyer's agents who focus on finding homes for buyers like you, while systematically steering you around the headaches.



Many people believe that if they are working with builders on new home construction they don't need an agent to represent their needs. Actually, without an agent to protect your interests and call your attention to the details, you have *no one on your side* in a new home transaction. There are many issues that must be addressed in a contract with a builder and/or their agent. Here are just a few of the items:



- Are the costs for the selected extras, upgrades and modifications reasonable and fair?
- Should I hire my own inspector?
- How many inspections do I need?
- Is the county building inspection good enough?
- Should I use the builder's attorney and lender?
- How do I handle the situation where I may be asked to close before the home is completed to my satisfaction?



You owe it to yourself to have professional guidance that's protecting YOUR best interests and investment.

**Our Service Will Not Cost You  
a Dime Extra!!!**



## MAJOR POINTS

# WE'LL PROTECT YOU BEFORE & AFTER THE INK IS DRY!



- FOR HomeBUYERS** protects you 100% from start to finish.
- FOR HomeBUYERS** will never abandon you for dual agency - becoming a mediator.
- FOR HomeBUYERS** does not cost you a dime extra.
- FOR HomeBUYERS** will keep your bargaining position confidential.
- FOR HomeBUYERS** will locate and show targeted properties, pointing out strengths and weaknesses.
- FOR HomeBUYERS** can help you select home inspectors, a lender and an attorney to assist you in the buying process.
- FOR HomeBUYERS** will save you time and money.
- FOR HomeBUYERS** gives you a written guarantee for the highest quality of real estate service.
- FOR HomeBUYERS** serves the entire Triangle area - Raleigh, Durham, Chapel Hill and all the surrounding counties.
- FOR HomeBUYERS** is ready to start working for you today!

**(800) 333-2893 Toll Free**  
**(919) 878-1110 Raleigh Area**

WEB site: [www.ForHomeBuyers.com](http://www.ForHomeBuyers.com)



*"FOR HomeBUYERS was the answer to my dreams. I had a very bad experience with a traditional agent a year ago and had given up hope of getting a home for my family. Your kindness, genuine concern and expertise really made me feel secure; it's the best business and personal decision I have ever made. I tell everyone I know about FOR HomeBUYERS.*

*I really believe this method of buying a home is the wave of the future."*

*~ Della Blackwell ~*





MORE SERVICES


## THE SERVICE GOES ON AND ON!





**W**e're with you the entire way. Our team of professionals is here to provide top-notch service.


 We offer *Exclusive* Buyer Representation services. We never list houses for sale, so we never have a conflict of interest.


 We will be on your side throughout the entire transaction and we will never abandon you for "dual" agency.

 Our exclusive service does not cost you any more. The fee is paid from the transaction.

 We can offer you a broader selection of houses to choose from because we are members of MLS and we also show For Sale By Owner properties.

 *FOR HomeBUYERS, Inc.* pledges their loyalty to provide a higher level of service to you as a buyer and we must, as required by the North Carolina Real Estate Commission, ask you to sign an agreement in order for us to provide Exclusive Buyer Representation.

 If an agent offers an exclusive agreement (but has an escape clause allowing them to revert to **dual agency**), you should question their exclusive loyalty to you, the buyer. (A copy of our agreement is available upon request.)

 At the time of signing our agreement, we request a small refundable retainer fee. With this fee we hold ourselves to a higher level of service to you and it demonstrates the Buyer's commitment to us. This is not an additional fee, but is refunded to you within 30 days of closing. We also give you a 30-day written **Service Guarantee** to refund your Retainer Fee and release you from our agreement if you are not happy with the service we provide during the first 30 days.

***FOR HomeBUYERS, Inc. has been serving Buyers Exclusively for well over a decade and we can honestly say...***

***Buyer Trust — We've Earned It!***

***Let us earn yours too!***





FOR HomeBUYERS, Inc.  
pioneered  
Buyer Representation in the  
Triangle Real Estate Market and  
has exclusively represented  
Home Buyers longer than  
any other Real Estate Company  
in this area.

Dare to Compare!



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WEB site: [www.ForHomeBuyers.com](http://www.ForHomeBuyers.com)

*Serving the Triangle and  
Surrounding Areas*

  
*Realtors*

*Working for Buyers ONLY!*