



HEATHER FOWLER

WE'RE READY TO *Buy a House!*



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Heather Fowler

Hi there! Thanks for taking a moment to get a glimpse of my story and why I'd love to help you with your home buying or selling experience.

IT'S RATHER SIMPLE...

I personally feel that you deserve to enjoy your home buying and selling experiences. You know what? Forget enjoying it. You deserve to be wow'd! And, you deserve to have your broker as invested in your property as you. In fact, MORE than you. When I flip through our local north shore magazines and papers, I'm always so impressed with brokers that have tons of business. It's wonderful, but that's not me. My approach to real estate is more Boutique. Think about your sales experience when going to a large department store. They sell the same product as many other stores, but it's often hard to locate exactly what you are looking for and difficult to get individual, undivided attention. Now think about heading to your favorite boutique in town. The associates know you and understand your style. They can anticipate your needs and hold you first in mind when that new item comes in that's a great fit for you. They call you right away and get you in to try it on before it's gone. That's me—your boutique realtor. The relationship, the clear and constant communication, and the trust that I am constantly working to do all I can for you is my Boutique commitment to you.

If you'd like a bit more detail, keep reading ☺. How and why do I create such a positive experience?

I'M A RESIDENT.

It is crucial that your broker be intimately familiar with the area you're considering for your next home. My family eats, sleeps, and breathes our North Shore Community.

I'M EXPERIENCED.

Not only as a broker, but also as a consumer. My family has moved multiple times due to corporate relocations. I've had quite a bit of experience as a consumer wishing I had more knowledge about the area we were buying. It is so incredibly important to me that you love, love, love your new home and feel completely confident you made the right choice.

SOME SAY I'M A RISING STAR!

I'm excited to share I received the KoenigRubloff Rising Star Award. This is a pretty big deal for me because I work with some pretty great folks. In a short time, I've experienced all types of transactions with some interesting twists. Basically I've become great with expecting the unexpected.

I WORK WITH ALL BUDGETS.

No matter the price of the property or monthly rental rate, it is still the place you'll call home. And I can't think of any more important transaction than that. Every transaction receives the same level of attention and commitment to getting it right.

MY CLIENTS BECOME PART OF MY FAMILY.

We've all read how buying or selling a home is one of the top five most stressful events in one's life. It doesn't have to be. We'll go through a lot together and it just so happens that we become confidants of one another. Corny but true. #friendsforlife

CRAZY ABOUT THE NUMBERS AND INFORMATION.

By now you get the sense that I'm a bit of a softy. But do you know what's also great for you? I'm a number nut. I analyze the market upside down and sideways and haven't been wrong yet about what price a house will fetch. Just ask my clients! And when I want information, I want information...STAT! I've recently invested in my website and worked with a great designer to capture exactly what I would want to see as a consumer in a website; valuable, no-nonsense, tons of resources, easy to access information in the click of a button.

STILL NOT CONVINCED?

Ask my clients. Feel free to browse through testimonials and some are happy to talk with you in more detail.

GIVE ME A SHOT!

If you or someone you know is looking for a change in address, why wait? Let's get started today!



HEATHER FOWLER

Your Agent

ADVISES

Explain Agency

Explain Contracts and Disclosures

Discuss Home Inspector Role

View Properties and Note Strengths

Narrow Search Criteria

Explain Negotiation Strategies

Provide Needs Analysis

Explain Closing Costs

Discuss Market Conditions

Revisit Needs Analysis

Prepare CMA for Preferred Property

Review Closing Process

Explain Pre-Qualification Process

Discuss Attorney Role

Setup Property Search

Refine List of Properties

Conduct Due Diligence

NEGOTIATES

Discuss Market Protocols

Review Seller Disclosures

Outline Negotiation Strategies

Outline Counter Offer Strategies

Present Counter Offer Positions

Oversee Home Inspection Negotiation

Review Market Analysis

Set Price Limit

Prepare Offer

Present Offer

Negotiate Contract Terms

FACILITATES

Follow-up on Due Diligence

Provide Purchase Agreement to Attorney

Oversee Home Inspection

Follow-up on contract Contingencies

Review Closing Costs

Oversee Inspection Repairs

Manage Closing Details

Coordinate Home Inspection

Review Negotiation Issues with Attorney

Follow-up with Mortgage Originator

Oversee Attorney Communication

Facilitate Final Walk-Through

Attend Closing

The Buying Process

Whether you are buying a home, townhome or condominium, your agent has the expertise to provide the right insight and information to help you with your search. A buyer's agent has a fiduciary responsibility to represent only the home buyer's best interest in all aspects of home buying transaction. The buyer's agent differs from the seller's agent that represents the seller and a dual agent that represents both the buyer and seller.



Congratulations!

How and what to prepare before writing an offer.

You've made an exciting decision to move forward with the purchase of a new home, how wonderful! Let's make this the best possible experience for your family. Before writing an offer on a house, you'll want to make sure you're prepared and have important information handy. Here are some important items to have ready:

- An overview/timeline of the buying process so you'll be prepared for how quickly things move in the buying process. It's important to understand when certain steps occur in the process. It's quite organized but the speedy process can seem overwhelming.
 - A detailed and thorough Comparative Market Analysis on the home you'd like to purchase. A CMA will help you understand the fair market value and ensure you're not overpaying for the home. It's important you have the information not only for a comfort level, but I refer to the information in the report to demonstrate why our offer is valid.
 - A pre-approval letter from your lender that demonstrates your ability to purchase the home. Not all brokers submit this letter with an offer but I feel it helps to make your offer as strong and solid as possible. A seller will feel more confident working with you if they know you're serious and qualified.
- Earnest money is an important part of making an offer. In the Lake Forest area, we often see roughly 5% of the purchase price for earnest money. However, there is no rule. It's really where you have a comfort level. When the time comes, we can discuss this number. But you'll want to have the funds ready in an account. Typically EM works in two ways;
 - 1) you can offer a lump sum; typically due in either 2 business days after acceptance of contract or due after the Attorney/Inspection review (A/I) period is complete.
 - 2) you can offer half of EM due 2 business days after acceptance and the remainder due 2 business days after Attorney/Inspection review is complete.

Either one is fine. Again, it's what you most prefer.



We're Under Contract, Yay! Now what?

A timeline overview of the contract process.

Once again, congratulations! This is a wonderful time for your family. The contract phase can sometimes be a tad emotional but it doesn't need to be. Lake Forest and Lake Bluff agents have great relationships among one another and we all do our best to work together.

Once the contract is signed and accepted by seller:

First 5 business days

(First half of Attorney/Inspection Review Period)

■ Attorney

- I'll immediately forward contract over to your attorney and make sure his office has your contact info. Someone from his office will reach out to you within a day or so. You can feel free to give them a call, too.

■ Earnest money is delivered to seller's brokerage

- Amount according to contract terms and instructions.
- I can deliver for you or you can deliver to the seller's brokerage office, whichever is more convenient for you.

■ Inspection takes place

- I will coordinate with the inspector (based off your availability) the date for inspection.
- Inspector will contact you directly to share an overview of the process and also payment instructions (usually online or bring check to inspection).
- One of you will need to be present at the inspection, if possible.
- Expect to be at the inspection for roughly 4 hours.
- If for some reason the inspection can't take place w/i the first 5 business days, your attorney will need to draft an extension letter.

This sometimes happens and it's ok. But you'll want to try to stay on track if possible.

The next 5 business days (Second half of A/I Period)

■ Discuss inspection items to be addressed

- Your attorney will be the person you'll consult with regarding requests.
- Your attorney will then draft and send a letter to the seller's attorney with your requests.
- May go back and forth a bit until you reach an agreement.
- This is often the most emotional time. Stay unattached. It's best to leave emotion out of this and remember to not take anything personal.
- After inspection items/adjustments have been made and agreed upon, the A/I Period is complete.

■ Depending on terms of contract, you may then have the 2nd installment of Earnest Money due.

- If so, I can deliver or you can drop off to seller's brokerage office. Again, whichever is most convenient for you.
- It is my recommendation during this time you also contact your insurance company for your new Homeowners Policy.
 - You'll want to do this early on because the insurer will be able to see if the property has had several claims in the past (possibly a flood or serious concern). This may affect your rates and you'll want to know early on as it could be a problem.



After A/I is complete

■ Lender kicks into action

- Lender formally submits application if not already done so.
- Lender orders appraisal.
- Our side does not need to be present for the appraisal.
- Lately it's been taking between 5 and 10 business days for the appraisal report to come in.
- If the home does not appraise for the sale price, you will discuss options with your attorney. Usually your attorney will request the sale price be lowered to match the appraised amount. Lately, appraisals have been coming out ok.
- Lender will request any additional pieces of information needed for underwriting.
- This is generally a quiet time. Everything that is now happening is on the lenders end.
- Take this time to interview several movers and get that scheduled. You don't want to be looking for a mover in the last week or two.
- After mortgage is approved and all conditions have been met, you will be officially "Pending" and simply waiting for your closing date.

Transfer Tax Stamps

■ Lake Forest has a buyer's transfer tax on all properties. It is \$4/\$1000.

- This can only be purchased once the seller has paid their final water bill.
- Usually your attorney will be given the heads up but sometimes I find out from the seller's agent. Whichever the case, you'll be notified when the water bill was paid.
- You'll then head to the City of Lake Forest office and purchase your tax stamp.
- Bring the shiny tax stamp with you to closing. You must have this in order to close.



One Week Prior to Closing

■ Walk-through

- Depending on how many inspection items were agreed upon, you may want to have more than one walk-through.
- If more than one walk through is ideal, we'll schedule the first about 1-2 weeks prior to closing. This way, if any inspection items were missed, the sellers will have time to complete repairs in time for closing.
- We'll schedule the final walk through either the day before or morning of closing. We can discuss this in more detail depending on the terms of your transaction.

■ Review costs and amount you'll need at closing with your attorney

- It sounds odd but you may not have the final amount until 1 or 2 days before closing.
- Your attorney will go over strict wire transfer instructions if wiring funds. Make sure you follow these instructions. Wire fraud is increasingly present.

At Closing

- The closing should take between 1 and 2 hours.
- You'll receive your keys and garage door openers at closings
- Congratulations! Enjoy your new home!

Welcome Home!



HEATHER FOWLER



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