



HOME *Buyers* GUIDE

KELLERWILLIAMS
Luxury
INTERNATIONAL



HERZWURM HOMES

HERZWURM HOMES
KELLER WILLIAMS
ST PETE REALTY

MARKET STATISTICS

Market Update Pinellas Top 100

PINELLAS COUNTY
- APRIL 2021

PRODUCING AGENTS

\$482,652 ↑ 30.1%

Average Sale Price

957 ↓ 61.5%

Active Listings

1,358 ↑ 54.5%

Closed Sales

6 ↓ 64.7%

Median Time (days)
to Contract

0.8 ↓ 63.6%

Monthly Supply of Inventory

HERZWURM HOMES

#32 of Top 100 Agents
in Production Sales for
the Month of March
for Pinellas County

Top 1% of 9000
of Agents in
Pinellas County

Protech Report March 2021

STATS FROM PINELLASREALTOR.ORG

Testimonial

"LEAH AND HER SUPPORT TEAM WAS LITERALLY AWESOME! FROM THE STAGING OF OUR PROPERTY TO THE VIDEO OF IT, SETTING THE PRICE AND SELLING IT, IT COULD NOT HAVE BEEN ANY BETTER! WE HAD THREE BUYERS WITHIN 24 HOURS! BEST SALES EXPERIENCE I'VE EVER HAD. I HIGHLY RECOMMEND LEAH AND HER TEAM!" - BRUCE A

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- Prepare for additional costs

2) SEARCH

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- Schedule showings and view the properties you are most interested in



3) OFFERS & NEGOTIATIONS

- Write an offer to purchase on your favorite property
- Negotiate the terms of the offer and accept the contract
- Deposit Escrow, Complete Loan Application and Homeowners Insurance quotes

4) INSPECTION PERIOD

- Conduct Inspections
- Resolve/Negotiate Any Issues from Inspection



5) FINANCING PERIOD

- Your lender will order the appraisal
- Obtain Homeowners Insurance

6) PREPARING TO CLOSE

- Title company will conduct title search and order survey
 - Receive closing statement/clear to close
 - Wire funds to closing company
- Conduct a final walk-through of property and close
 - Closing day: Get your keys, it's all yours!





FINANCES

The very first step in the home buying process is to obtain a financial pre-approval (proof of funds for cash purchase). We will need this document to accompany any offer we make on a property.

FINANCING

A mortgage lender will be able to take your financial information and determine what amount you will be able to borrow. Having your pre-approval letter in hand before we start searching will save us time and make sure we don't miss out on the perfect home opportunity. The pre-approval letter will accompany an offer.

CASH

If you've got the money in the bank and you are ready to purchase your home in cash, that's great. I will inform you as to your closing costs and we will need a proof of funds to supplement any offers. You can acquire a proof of funds from your financial advisor or your banker to show that you have a balance that meets the purchase price.

MY RECOMMENDED LENDERS

FRANK COTO
PRESIDENT OF LINCOLN
LENDING
813-765-1239- CELL
813-319-5363-OFFICE
LINCOLN LENDING
813MORTGAGE.COM

JEFF CRAIN
VP OF GUARANTEED RATE
727-501-3534- CELL
727-451-9632-OFFICE
WWW.RATE.COM/JEFFCRAIN
JEFF.CRAIN@RATE.COM

QUESTIONS TO ASK THEM

- WHAT INTEREST RATE CAN YOU OFFER?
- DOES THE RATE COME WITH POINTS?
- IS IT FIXED OR ADJUSTABLE?
- WHEN CAN YOU LOCK MY RATE?
- WHAT FEES CAN I EXPECT FROM YOU?
- WHAT TYPE OF LOAN IS RIGHT FOR ME?
- DO I QUALIFY FOR ANY DOWN PAYMENT ASSISTANCE PROGRAMS?

LENDER WORKSHEET

NAME:

COMPANY:

- WHAT INTEREST RATE CAN YOU OFFER?
- DOES THE RATE COME WITH POINTS?
- IS IT FIXED OR ADJUSTABLE?
- WHEN CAN YOU LOCK MY RATE?
- WHAT FEES CAN I EXPECT FROM YOU?
- WHAT TYPE OF LOAN IS RIGHT FOR ME?
- DO I QUALIFY FOR ANY DOWN PAYMENT ASSISTANCE PROGRAMS?

NOTES:



OFFERS & NEGOTIATIONS

IN ORDER TO WRITE AN OFFER, WE WILL NEED THE FOLLOWING INFORMATION:



PRE-QUALIFICATION LETTER OR PROOF OF FUNDS

OFFER PRICE

i will help you determine the property's fair market value

ESCROW DEPOSIT

Usually 1-2% of purchase price.

FINANCING AMOUNT

What percentage of the loan are you financing, and how much you are putting down

CLOSING DATE

If getting a mortgage, this is typically 30-45 days from acceptance of offer. This will be the day the keys are handed from seller to buyer

INSPECTION PERIOD

Typically the buyer shall have 15 days, unless otherwise stated on the contract, to perform inspections on the home and terminate or renegotiate the contract if inspection comes back unacceptable.

WHAT IS THE ESCROW DEPOSIT?

The escrow deposit is also known as "The Good Faith Deposit." It is typically 1-2% of the purchase price that you put down upfront to show the seller you are serious about the purchase. The higher the escrow, the more attractive the offer is to the seller.

Where does it go?

As soon as we have an executed contract, you have approximately 3 days to get the Escrow Deposit to the title company. The title company holds it up until closing, then it will be counted towards your balance due at closing. You can submit your escrow deposit by check, cashier's check or wire transfer.



MULTIPLE OFFERS

TRICKS FOR HANDLING A MULTIPLE OFFER SITUATION:

Nothing is more frustrating than finding the perfect home for you, and then finding out that someone else thinks it's the perfect home for them too! However, this situation does happen in our market. There are many different techniques we can use to make our offer as attractive to the sellers as possible.

- **Have your pre-approval letter or proof of funds in hand.** You may have a great offer to submit, but if you can't back it up with proof you are qualified to purchase the home the seller may just move on.
- **Make a cash offer if you are able.** If not, make as large a down payment as possible, and use a lender that communicates effectively with all parties.
- **Offer more than the asking price.** Your agent should do a comparative market analysis to give you a good idea on the home value as soon as you decide to make an offer. If it's not too out of line with the CMA or your budget, offer more than the asking price.
- **Keep your offer clean and simple.** Don't ask for contingencies that aren't necessary to closing the transaction.
- **Shorten the inspection period.** Asking for a 5 to 7 day inspection period instead of the traditional 15 lets the seller know that you aren't going to waste anyone's time. Find a home inspector who has availability to schedule your inspection as soon as your offer is accepted.
- **Have your escrow deposit ready.** Offer an escrow deposit that sends the message that you are serious about your offer and have the funds ready to turn in as soon as your offer is accepted. You may want to include a copy of your escrow check with your offer.
- **Offer flexibility with your closing date.** Convey through your agent that you are willing adjust the closing date to suit the seller's needs.
- **Include a personal letter with a family photo.** Let the seller know who you are, what you like about the home, and that you intend to take good care of their former residence. Let them know what it is about the home that has already made it special to you.
- **Offer an additional escrow deposit after the inspection period.** This is another way to let the seller know you are serious about the house and not just trying to get it off the market while you make up your mind or look further.
- **Consider an escalation clause.** Let the seller know your offer isn't the highest you will go by including a clause stating that you will increase your offer, up to a set price, if the seller shows you a higher offer from another buyer.
- **Be diplomatic with negotiations after your contract is signed.** Remember that the seller has other interested parties to fall back on. If you turn ugly after the contract is signed, making additional demands or not following through with your promises, the seller may hand you back your deposit and work with someone else.

ONCE WE GET THE HOME UNDER CONTRACT, FILL IN THE INFORMATION ON THE FOLLOWING PAGE

WE'RE UNDER CONTRACT - NOW WHAT?

PROPERTY ADDRESS:

PURCHASE PRICE

TITLE COMPANY:

ESCROW DEPOSIT

IMPORTANT DATES

EXECUTED CONTRACT DATE:

INSPECTION PERIOD BEGINS:

ESCROW DEPOSIT DUE:

LOAN APPLICATION DUE:

END OF INSPECTION PERIOD:

ESTIMATED CLOSING DATE:

NOTES:



EXECUTED CONTRACT

CONGRATULATIONS! We are officially under contract. Please mark these deadlines in your calendar and read these next steps to ensure a smooth closing.



SCHEDULE INSPECTIONS

The last date to renegotiate or cancel contract due to anything that comes up in inspections is ____ so I recommend scheduling any inspections *immediately*



OBTAIN INSURANCE

Start contacting Insurance companies for quotes immediately, we will need to make sure the home is insurable before the end of the inspection period (____)



ESCROW DEPOSIT DUE

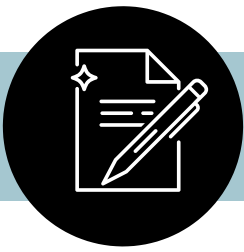
You must send escrow deposit of ____ via check or wire to ____.

IMPORTANT: Be very careful when wiring any funds. *Never* trust wiring instructions sent via email.



LOAN APPLICATION

Your loan application needs to be started within 5 days from the executed contract date. During your loan processing it is **VERY IMPORTANT** not to make any major job changes, major purchases, or open new credit cards or lines of credit, as any of these activities could alter your qualifications.



INSPECTION PERIOD

TIP: SCHEDULE ALL INSPECTIONS IMMEDIATELY, SO IF WE NEED TO NEGOTIATE ANY REPAIRS WE CAN BEFORE THE INSPECTION PERIOD ENDS.

During the inspection period, the buyer has the right to hire a professional to inspect the condition of the home. The inspection will uncover any issues in the home that would have otherwise been unknown.

The standard home inspector's report will cover the condition of the home's heating system; central air conditioning system; interior plumbing and electrical systems; the roof, attic and visible insulations; walls, ceilings, floors, windows and doors; the foundation, basement and structural components. You will receive a written report of the inspection. You may be present for the inspection if you would like to ask the inspector any questions.

ADDITIONAL INSPECTIONS YOU MAY NEED:

Four-Point Inspection may be required by your homeowner's insurance if the home is more than 30 years old

WDO Inspection Ask your lender if your loan requires any certain inspections such as a Wood Destroying Organism (WDO) inspection.

Lead-Based Paint Inspection If the home was built prior to 1978, a lead-based paint inspection is recommended



MY RECOMMENDED INSPECTORS

BOBBY QUIGLEY | 727.463.3403
QUIGLEY INSPECTORS
INFO@QUIGLEYINSPECTIONS.COM
QUIGLEYINSPECTIONS.COM

FBI GROUP | 813.409.3249
FLORIDA BUILDING INSPECTION
GROUP FLBIGROUP.COM

MARGO AKCKERMAN |
813.632.0550
HOME TEAM INSPECTION
HOMETEAM.COM/TAMPABAY



FINANCING PERIOD

APPRAISAL:

An appraisal is an estimate of the value of the property by a licensed professional appraiser. Once any problems during the inspection are solved, the appraisal will be ordered by the lender and paid for by you. The goal of the appraisal is to verify the value of the property for the lender and to protect you from overpaying. The contract is contingent upon whether the appraisal comes in at or above the purchase price. If the appraisal comes back short, we will be back to the negotiating table.

OBTAINING A MORTGAGE:

You have 5 days from the date of contract execution to begin the mortgage loan application. During the 30-45 days before closing, the lender will be finalizing your mortgage.

HOME INSURANCE:

Your lender will require you to obtain a homeowner's insurance policy. You will need to get the lender this information before closing. Feel free to call my recommendations below for quotes.

TIP: IT IS VERY IMPORTANT NOT TO MAKE ANY MAJOR JOB CHANGES, MAJOR PURCHASES, OR OPEN NEW CREDIT CARDS OR LINES OF CREDIT, AS ANY OF THESE ACTIVITIES COULD ALTER YOUR QUALIFICATIONS FOR A LOAN.

RECOMMENDED INSURANCE:

TIFFANY FIRLIK
TRITON INSURANCE GROUP,
LLCT.FIRLIK@TRITONAGENCY.COM
813-948-5990

AARON WHITE
FLORIDA STRATEGIC
INSURANCEAARON@FLSTRATE
GIC.COM
727.692.6692

WILL TRUMP
TRUMP INSURANCE INC
WTRUMP@TRUMPINS.COM
727-209-2866





PREPARING TO CLOSE!



SURVEY:

Unless the seller already has a recent & acceptable survey of the property, the buyer is required to pay for the survey (this will be in your closing costs). The title company or I will order this for you. The survey is a sketch showing a map of the property lines/boundaries among other things. The survey will show if there are any encroachments on the property.

TITLE:

The title company will conduct a title search to ensure the property is legitimate and find if there are any outstanding mortgage liens, judgements, restrictions, easements, leases, unpaid taxes, or any other restrictions that would impact your ownership associated with the property. Once the title is found to be valid, the title company will issue a title insurance policy which protects lenders or owners against claims or legal fees that may arise over ownership of the property. This will also be a part of your closing costs.



CLEAR TO CLOSE:

The magic words! It means the mortgage underwriter has officially approved all documentation required to fund the loan. All that remains is the actual closing process.



SMOOTH CLOSING CHECKLIST

- ☐ Make sure you've obtained homeowner's insurance and provide the lender with the information
- ☐ Review the closing settlement statement a few days before closing to ensure you have the funds for closing costs
- ☐ Final walk-through
- ☐ Wire funds to closing company
- ☐ Bring your driver's license or passport to closing table
- ☐ Take your keys and move in!

AFTER CLOSING CHECKLIST

- ☐ Make copies of all of the closing documents and store them in a safe place.
- ☐ Change the locks
- ☐ Update any keypads
- ☐ Start a home maintenance list
- ☐ Update your address on all of the following:
 - ☐ Friends and family
 - ☐ Work
 - ☐ Banks / financial institutions
 - ☐ All bills
 - ☐ Insurance companies
 - ☐ Driver's license / Identification cards
 - ☐ Schools
 - ☐ Medical offices
 - ☐ Subscriptions
- ☐ Meet the neighbors!

****We recommend Utility Helpers for all your utility transfer needs www.utilityhelpers.com**

VENDOR LIST

DO YOU NEED SOME HELP GETTING SETTLED? WE HAVE THE ANSWER FOR YOU. **UTILITY HELPERS** - BASED OUT OF CLEARWATER, FLORIDA IS A CONCIERGE SERVICE THAT HELPS HOME BUYERS FIND, SELECT AND NEGOTIATE THE BEST DEALS FOR ALL OF THEIR UTILITIES & HOME SERVICES.

ELECTRIC

DUKE ENERGY
800-700-8744
[HTTPS://WWW.DUKE-ENERGY.COM/HOME/START-STOP-MOVE/START-SERVICE](https://www.duke-energy.com/home/start-stop-move/start-service)

GENERAL CONTRACTOR

MELVIN
MURILLO REMODELING
813.458.2081
MURILLOREMODELING@GMAIL.COM

POOL CARE

POOL TROOPERS
866.766.5877 X218
BGAGNE@POOLTROOPERS.COM

UTILTY HELPERS

ELIJAH
UTILITY HELPERS
(813) 291-3600
INFO@UTILITYHELPERS.COM

LAWN CARE

TAMPA LAWN SHARKS
727-804-3400
TAMPALAWNSHARKS.COM

HANDY MAN

TODD HUFFMAN
727.512.0254
MATTHEW WILSON
(773) 675-0342
MATTWILSON52384@GMAIL.COM



ABOUT US

HERZWURM HOMES

Our team is results driven and relationship focused. We will never look at you as just a number or another transaction. We are in the top 1% of realtors in Pinellas County and have helped over 200 families in the last four years. We are beyond thankful for every opportunity and referral that comes our way.

No matter the circumstance, we will always go the extra mile to provide personalized service to every single client and relentlessly work on their behalf until their goals are met.

KELLER WILLIAMS

- Keller Williams has been an established real estate firm for more than 4 decades.
- Keller Williams is now in 41 regions across the globe.
- Agents closed 407.4 billion in sales volume in 2020
- Keller Williams earned the title America's best customer service 2021 by Newsweek





WHAT OUR CLIENTS THINK

"Leah operates with a joyful demeanor - she's never bothered, never inconvenienced, and always accessible. Leah has a genuine understanding of the market and has great recommendations in the area for lending, home inspection, etc. She has built a network of relationships that truly, benefit a buyer and her skills really shine in negotiations."

- Chelsea M

"Nicole was an absolute GEM. We drove back and forth from Orlando to find the perfect st pete beach home with BIG dreams and a tight budget. In the middle of a pandemic and seller's market, she scored us not one but TWO accepted offers. She was with us through the first one (we pulled out due to home condition) and the second. She negotiated like a champ and helped us manage expectations for a timely and safe close date! THANK YOU NICOLE"

- Kayla S

"Couldn't have asked for a better experience with Amanda and the whole Herzwurm Homes team! She was flexible with our schedules, super responsive and quick to act on getting us to showings, and always available to answer our many (MANY) questions. Her always positive attitude helped keep us positive and hopeful in such a fast moving market. If you're looking for a team that is dedicated to finding you the home that's perfect for you, look no further than Amanda and Herzwurm Homes!"

-Charlotte M



CONTACT US



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DANIELLE SHEFFEY
TEAM ADMIN
SHOWING ASST.

727-401-4079
ADMIN@HERZWURMHOMES.COM
INSTAGRAM.COM/ART.AND.REALESTATE

AMANDA CHAPPELL
TEAM AGENT

850-346-0462
AMANDAJC27@GMAIL.COM
INSTAGRAM.COM/AMANDA_CHAPPELL



THANK YOU!

Thank you for trusting us with the purchase of your property. We are honored to represent you and guide you through the process.

Our goal is to ensure that you are comfortable every step of the way. Please don't hesitate to call, text or email with any questions or concerns.

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