

Golden Gate

Sotheby's
INTERNATIONAL REALTY



Buyers Guide

AN INVESTMENT IN YOUR FUTURE

About Me

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Agent Name

Golden Gate Sotheby's
International Realty

a.name@ggsir.com
415.555.5555

Lic.# 01234567

MyWebsite.com

Testimonials

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—John and Jane Doe, San Francisco CA

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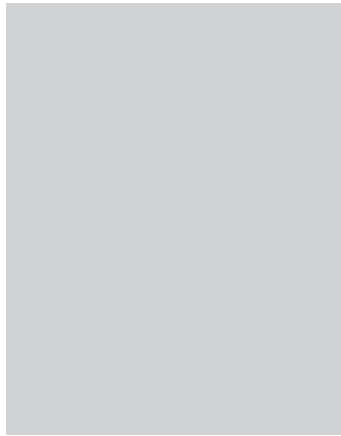
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—John and Jane Doe, Oakland CA

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—John and Jane Doe, Napa CA

Sales



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123 Anystreet Road, San Francisco CA Represented Seller and Buyer - June 2018	\$20,000,000
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Rent vs. Buy

Making the Decision

Many people consider home ownership to be an integral piece of the American dream, but there is more to it than that. Here are just a few things to consider when making the decision to rent vs. buy.



Build Equity

One of the primary reasons people choose to buy their home is so their hard-earned money can go toward increasing their own assets, rather than into their landlord's pocket.



Control & Responsibility

Homeowners have the freedom to make their home into a reflection of themselves. Conversely, the owner bears responsibility when something needs fixing.



Stability vs. Flexibility

If you plan to stay in a location for an extended period of time, owning your home brings more predictability to your budget and makes it easier to set down roots. If you don't plan to stay long, or have some unpredictability in your income, it may make more sense to rent.



How to decide?

An experienced Realtor® can help you examine your circumstances and the market conditions, and advise you on your best options.

Preparing to Buy

Personal Checklist for Prioritizing Your Most Important Concerns

In what areas are you interested in living? _____

Are there specific neighborhoods you prefer? _____

What is your price range? _____

Is having a homeowners association important to you? YES NO

Do you have a lender? YES NO Have you been pre-approved? YES NO

Do you need to complete your existing lease? YES NO Lease end date _____

Do you need to sell your current residence? YES NO

If yes, describe your home: _____

What is your timeline for purchasing a new property? _____

Do you prefer: 1-story Multi-level No preference

Preferred number of bedrooms: _____ Preferred number of bathrooms: _____

Preferred square footage: Under 1,000 1,000-1,500 1,501-2,000 2,001-2,500

2,501-3,000 3,001-3,500 3,501-4,000 4,001-4,500 4,501+

Which of the following are important in your new home? Yard Pool New Construction

Fireplace AC/Heating Office Children's Area Hardwood Floors Garage

Which of the following are important to you about your new neighborhood? Easy Commute

Parks Shopping/Restaurants Freeway/Transit Private Schools Public Schools

Other things that are important: _____



Why use a Realtor[®]?

Reasons to Work with a Professional

With all of the information available to consumers today, it is tempting to consider representing yourself when buying a home. Here's why working with a professional is the best choice you can make:

Expert Guidance in a Complex Market

The Bay Area real estate market is exceedingly complex and factors affecting the market change daily. An experienced professional should be your guide, using their in-depth knowledge of area communities, current and past market conditions and indicators to assist you in numerous ways. Your Golden Gate Sotheby's International Realty Sales Associate can help expedite your search, identify the neighborhoods and communities that best fit your lifestyle and meet your needs, negotiate the best possible deal, and avoid delays or costly mistakes.

Expanded Search Power

Sometimes properties are available but not actively advertised on the market or the MLS. Through their network, your Sales Associate will have knowledge of and access to these "off-market" listings not accessible on public search sites. Your Sales Associate will also have access to more detailed property information than what is publicly available and exclusive access to our global search portals and connections with local representatives worldwide.

Negotiation Prowess

There are many factors to be considered when making an offer on a house in today's swiftly moving market and your Sales Associate can help prepare you so that you are able to make decisions in a timely manner. A trusted professional, your Sales Associate will negotiate the details of an agreement to ensure that your best interests are protected before you are bound to complete the transaction.



Tips for Selecting a Realtor[®]

Your Real Estate Professional Should Be:

- A Realtor[®]. Members of the National Association of Realtors adhere to a higher level of standards in managing your transaction and a strict code of ethics based on professionalism and protection of the public. Their first obligation is to you, the client.
- Knowledgeable about the communities of interest to you.
- An effective communicator dedicated to keeping you educated and informed throughout the entire buying process.
- Aware of the complicated local and state requirements affecting your transaction.
- Able to direct you to helpful lenders that assist you with getting the financing you need.
- An expert negotiator. Effective in multi-party, written and face-to-face negotiations.
- Respected by other agents in the real estate community.
- Highly trained, with access to programs for continued learning and additional certifications.
- Technology focused. Able to respond to you in a timely fashion and use current technology to expedite your purchase.
- Supported by professional legal counsel.

Your Golden Gate Sotheby's International Realty Sales Associate is an experienced professional backed by exceptional leadership and support teams, all dedicated to providing you with a peerless level of service.



Mutual Agreement

Between You and Me:

I Will:

- Make my best effort to find you the home to meet your needs
- Commit my time, expertise, resources, support staff and experience to find exactly what you are looking for
- Incur all my car, phone, and administrative expenses
- Continue the home search until you either find a home or tell me to stop looking

You Will:

- Let me know if your plans change
- Tell me if you want to look at a home listed with another broker, builder, or for sale by owner
- Tell me what you like and dislike about the homes we look at
- Tell me if you feel the need to talk to another agent
- Work with me until we find you the right home



When to Buy?

Reasons to Buy Now

Determining if the time is right to buy a home is your first step in the home buying process. Here are some reasons to consider buying now rather than waiting for a future date.

Tax Savings & Equity Building

The sooner you buy, the sooner you can start building equity in what is likely to be your greatest asset, and the sooner you can take advantage of the tax benefits of owning a home. Talk to your CPA or tax professional to understand your particular situation.

It's the Right Time in Your Life

Sometimes it's just the right stage of life to make a move: you want social and educational continuity for your children; your financial circumstances have changed; you are empty nesters or retirees and are looking for more freedom, or maybe you have changed jobs.

Generally Rising Home Values

Market timing is a risky practice and an approach we don't recommend for the purchase of your primary residence. Over the long term, however, home values tend to rise. Just like the stock market, if you get in sooner rather than later, and hold on to your investment, it is likely to appreciate.

Lock in Interest Rates

If you are financing your home purchase, locking in an interest rate now will give you more predictability for your household budget, and will be a long-term benefit if interest rates rise.



The Process

Finding a Home

We will guide you through each step of the way. Here's a brief outline of what to expect:



Defining the Target

Taking into account a wide array of factors — family size, work locations, commute times, schools, lifestyle interests, budgets, time horizons, etc. — we will define a set of target criteria that will help us focus our search.



Budgeting & Financing

Sitting down with a lender early in the process will help you determine your target price range. Getting pre-qualified for a loan makes your offer more attractive to sellers and allows you to move more quickly. We can recommend excellent lenders for you to work with.



The Home Search

There are many tools available to you to preview possible homes. We will recommend some online resources and can set you up with automated alerts for homes that fit your target profile. We will supplement publicly-available information with our access to off-market homes.

When we identify a home of interest, we can schedule a showing, or visit an open house or broker tour to take a closer look. Initially, you should plan to be available to tour properties once or twice a week. We will set up a communication plan that works well for you to make sure we are on the same page throughout the process.



Making an Offer

When we find a home you like, we will prepare an offer, first reviewing the property disclosures, checking the title report, and contacting the listing agent with focused questions about the house. We review comparable sales with you to determine an offer price, confirm financing, decide on other terms that are important to you, and prepare earnest money for deposit. Whenever possible, we present the offer in person. That allows us to present you in the best possible light, and get a good feel for where we stand, giving us an edge in negotiations.



Negotiations

Almost every offer involves some negotiation. Whether there are multiple competing offers to navigate or a series of counter offers, we use our experience and expert negotiation skills to get to a favorable deal.



Managing Escrow

When the purchase agreement is accepted and signed by all parties, your agent will open escrow for you and your earnest money will be deposited. The escrow company is a neutral third party that will receive, hold, and distribute all funds associated with your transaction, assuring that all terms are satisfied. We stay on top of all the details to make sure the transaction progresses as expected.



Inspections, Disclosures, Contingencies

We review inspection reports and disclosures with you and suggest additional inspections when needed. We help you understand each contingency and coordinate the process of resolving them.



Closing & Moving In

When all conditions of the purchase agreement have been met, loan documents and closing papers can be signed and funds are distributed.

We get you the keys and you move in!

The Homebuying Process

Initial Consultation

- Determine your priorities and needs
- Review “agency” options and select appropriate working relationship
- Discuss financing options

Finding the Right Home

- Sales professional shows you properties based on your criteria
- Evaluate each property with sales professional
- Choose the right home

Preparing an Offer

- Review seller’s property disclosures
- Review preliminary title report
- Contact listing agent with any buyer questions or disclosures
- Review comparable sales to determine offer price
- Review process of loan pre-approval; decide on financing
- Decide on other terms (inspections, possession date, personal property, etc.)
- Prepare earnest money deposit

Reaching Seller Agreement

- Present your offer
- Negotiation of terms and possible counteroffers
- Agreed-upon sales contract with seller

Completing Settlement Process

- Deposit of earnest money
- Roof, termite and other inspections
- Review seller’s disclosures again
- Remove any remaining contingencies
- Arrange for homeowners insurance
- Arrange for home warranty
- Arrange for movers
- Final walk-through of property
- Provide balance of down payment and closing costs
- Sign documents
- Loan funding
- Recording of title
- Receive keys from sales professional
- Move in!

Obtaining Financing

- Find a mortgage company
- Consult with a loan officer
- Pre-qualification
- Complete loan application
- Obtain loan pre-approval
- Provide requested documentation

- Property appraisal
- Loan Processing
- Final loan approval



Financing

Working With a Lender

Working With a Lender Will Help You:

- Determine the price range that you can afford.
- Understand the different types of loans available and the types of programs you may qualify for (particularly if you are a first-time home buyer).
- Estimate the down payment and closing costs on a house you are interested in.
- Determine what your monthly housing payment will be.
- Get pre-approved so that your offer is more attractive to sellers.

Obtaining a Loan:

The Application. All pertinent documentation is obtained, fees and down payments are discussed, and the borrower will receive a Good Faith Estimate (GFE) and a Truth-in-Lending disclosure statement (TIL) itemizing the rates and associated costs for the loan.

Loan Submission. Once all the necessary documentation is in, your completed file is submitted to a lender for approval.

Loan Approval. Loan approval, or underwriting, requires that all documents have been submitted and generally takes 24 to 72 hours. All parties are notified of the approval and any loan conditions that must be satisfied before the loan can close.

Closing. Once all parties have signed the loan documents, they are returned to the lender. If all the forms have been properly executed, the lender sends the loan funds by wire transfer. At this point, the borrower finishes the loan process and buys the house.

Mortgage Loan Checklist

Be Prepared

In order to expedite the mortgage loan process, please be sure you bring everything applicable on this list to your meeting:

Contracts

- Copy of Sales Contract (on the purchase of your new home)
- Copy of Sales Contract and certified copy of Closing Statement (on the sale of your present home)

Residence History

- Past 24 months of residence with complete addresses and dates
- If currently renting, landlord's name and contact information

Employment History

- Employers for the past two years with complete addresses and dates
- W2 forms (most recent two years)
- Tax returns with all schedules (most recent two years)
- If self-employed, YTD profit and loss statement and current balance sheet
- If you have gaps in employment, be prepared to explain

Accounts

- Copies of most recent statements (3 months) for all loans and credit cards with current balances
- Copies of most recent bank statements (3 months) for all accounts, stock brokerages, mutual funds, IRAs, pensions, etc.

Current Real Estate

- Property addresses with estimated market values
- Outstanding loan balances (bring copy of recent loan statement)
- Amount of monthly payment
- Amount of monthly rental income (copy of rental agreements)

Personal Property

- Net cash value of your insurance
- Year, make and value of all vehicles
- Value of your furniture and personal property
- Value of any additional property used to procure loan

If Applicable

- Copy of divorce papers
- Certificate of eligibility & DD214 (for VA only)
- Copy of drivers license and Social Security Card (for FHA only)



Property Inspection

Once Under Contract

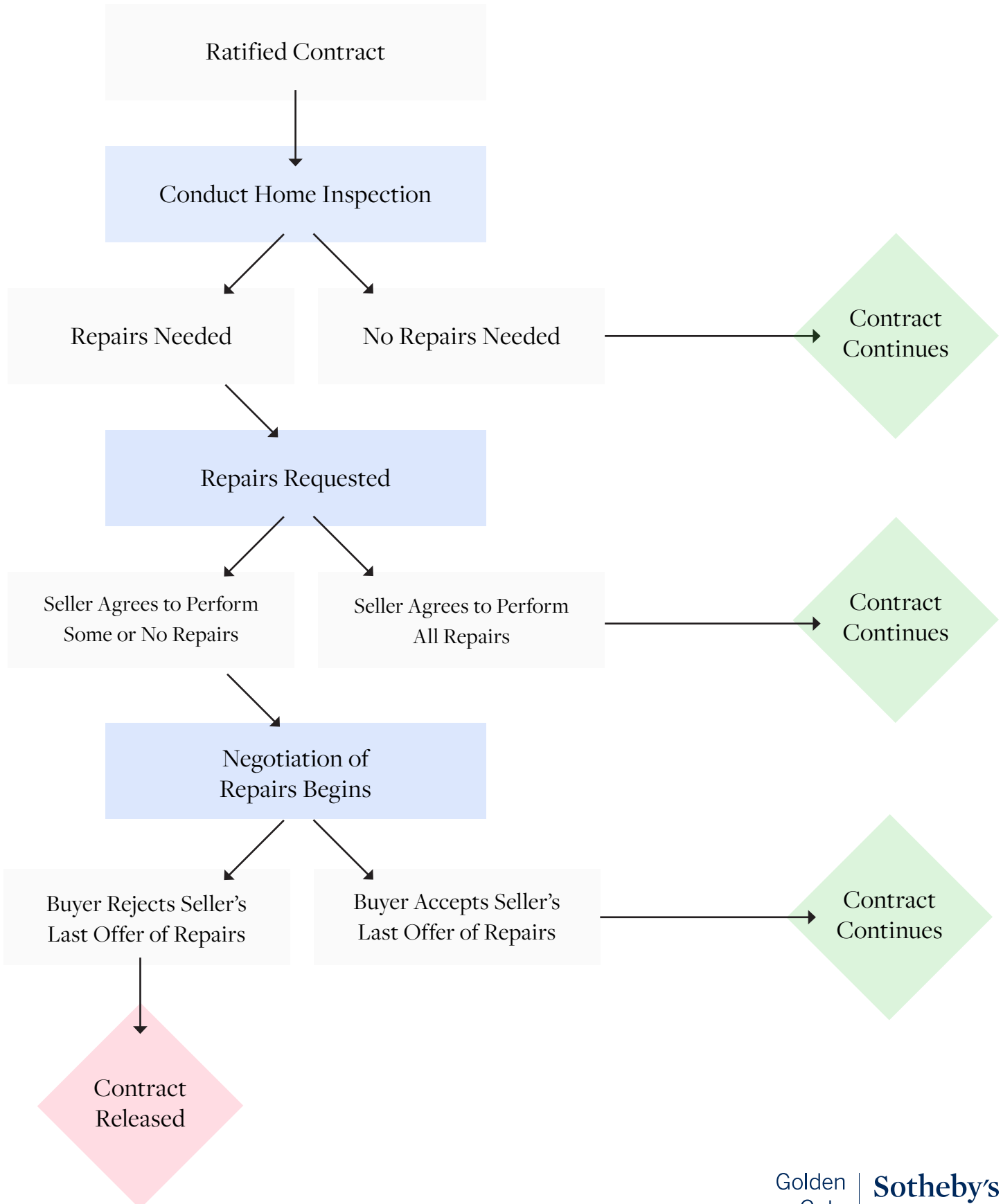
As part of the sales contract, you have the right to inspect the mechanical, electrical, plumbing, and structural portions of the property along with any concerns that you have about anything that affects the property. In short, the property inspection is for things that you cannot see or things that require further investigation.

We encourage you to meet the inspector at the end of the inspection so that they may point out any concerns about the property and also answer any questions that you have. They will give you an itemized report for your review.

If repairs are needed, you can request that the seller make them in accordance with the provisions of the sales contract, or if they are unacceptable you may cancel the contract, provided contingencies have not been removed. Confer with your Sales Associate for additional details.

Square Footage — The initial property measurement is for the purpose of marketing, may not be exact, and is not for loan valuation or other purposes. If exact square footage is a concern, the property should be independently measured prior to the inspection deadline.

The Home Inspection Process





Pre-Closing Buyer Checklist

Understanding the Final Phase

- You have a right to do a “walk-through” on the property before closing. Please make advance arrangements.
- Prior to closing, we will both receive a copy of your Settlement Statement, which your Sales Associate will review with you. This will indicate the amount you will need to bring to closing.
- Bring certified funds to closing, in the form of wired funds or a cashier’s check, made payable to the title company. Usually we will have the correct figure the day before closing from the title company.
- If jointly purchasing and one of you will not be at closing, we will need a power of attorney form signed. You may grant anyone you designate power of attorney to act as your agent at closing. If neither of you will be at the closing, you may be able to sign the closing documents in advance or arrangements can be made for a notary to come to you.
- Please bring your driver’s license to closing for identification, as you will be signing legal documents.
- Arrange for Homeowners Insurance. You will need a certificate of your paid insurance premium at closing. Check with your lender to see if you are having your insurance escrowed and included in your mortgage payment.
- Please allow approximately one hour for closing.
- Notify applicable companies of your new address in order for accounts to be setup/transferred accordingly and to assure continued service.



Home Warranty & Insurance

Protecting Your Investment

Home Warranty

As an additional benefit, some sellers provide a Home Protection Plan for the buyer. This coverage is good for one year on selected items, such as: central heating & air, interior plumbing and built-in appliances. If the home you choose does not have a Home Warranty, you can acquire the coverage yourself, ask your Sales Associate for more details.

Hazard Insurance

Once you have a home under contract, it is critical that you contact your insurance company right away to get a quote on insurance. You can request a Claims History Report from the seller as part of the due diligence documents in the contract, which will give you a 5 year history of any claims on the property.

Flood Insurance

Many policyholders do not realize that basic homeowner's insurance does not include protection from flood damage. Instead, the Federal Emergency Management Agency (FEMA) administers flood insurance through a federal program. Flood insurance may be purchased as a separate policy. Be sure to have your insurance agent check to see if the property is in a flood zone.



Discover the Difference With Us

Why Work With a Golden Gate Sotheby's International Realty Agent?

Best Local Agents

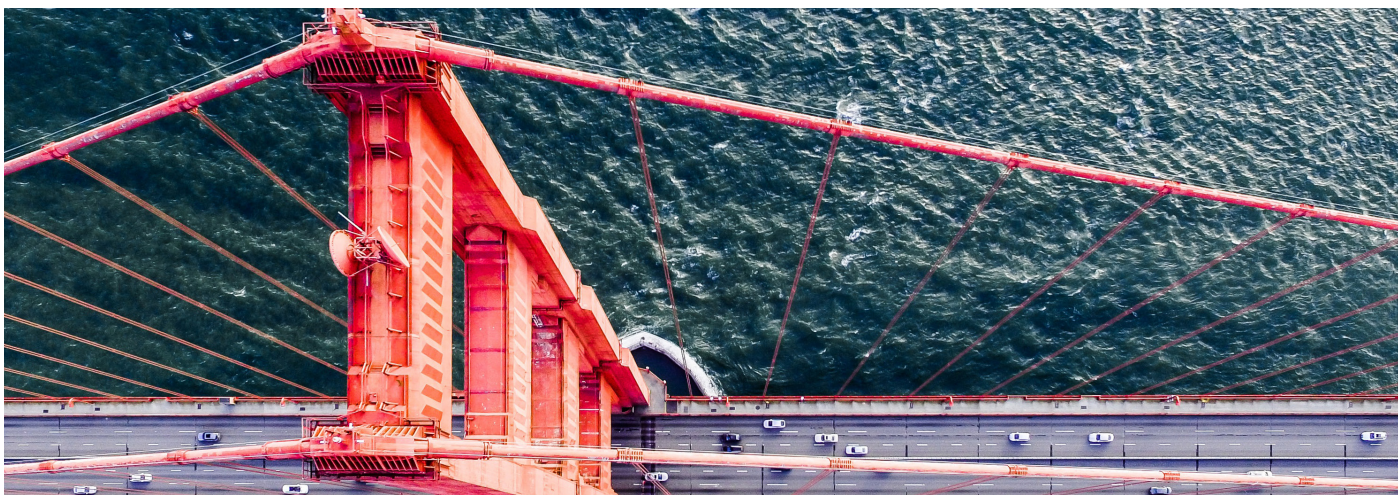
Not everyone can be a Golden Gate Sotheby's International Realty agent. Our agents have a well-deserved reputation for professionalism and service that keeps clients coming back. Unlike most local brokerages, we are a collaborative group, working together to share market knowledge, pricing and negotiation insight, and professional connections that help you in your property search and at the negotiating table.

Collaborative and Connected Network

Our buyer clients have a huge advantage by being connected to a collaborative group of local agents. Agents at most brokerages operate individually without collaborating with others. Our agents meet weekly to share market knowledge, including off-market opportunities, recent sales that aren't yet public, and stories of what's happening in the market now. Beyond our local offices, our connections with 465 top agents in our 21 offices throughout the Bay Area, and with Sotheby's International Realty® affiliates around the world, give us insight into broader market trends and potential opportunities, wherever you may be looking to buy.

An Iconic Brand

Building on the centuries-long reputation of the preeminent auction house, the Sotheby's International Realty® brand is recognized globally. Our legacy of quality service and expertise is unmatched. The strength of the brand helps open doors — listing agents tend to be more responsive when we represent you as a buyer.

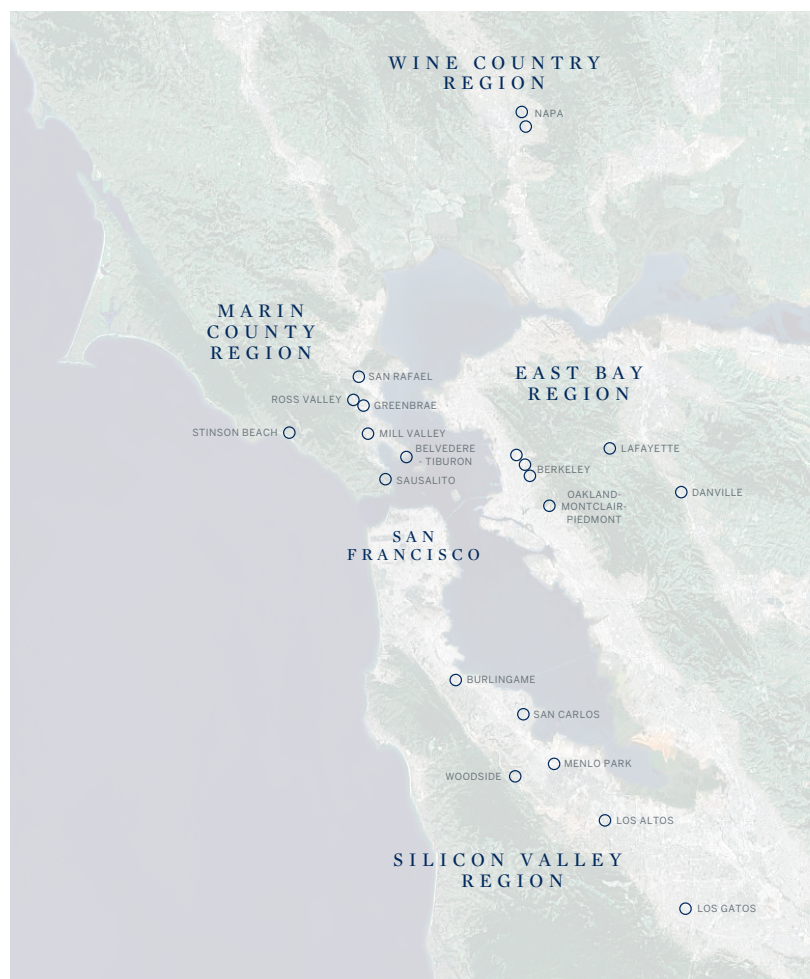


Passion, Experience & Reputation

Experts Throughout the SF Bay Area and Around the World

Golden Gate Sotheby's International Realty is one of the most prominent and influential real estate firms in the San Francisco Bay Area. With more than 465 agents in 21 offices serving the counties of Alameda, Contra Costa, Marin, Napa, San Mateo, Santa Clara, Sonoma and San Francisco, we proudly represent all property types and price points.

Golden Gate Sotheby's International Realty associates are recognized as industry leaders with deep local knowledge, providing the same quality service at all market levels. When buying or selling a home in the San Francisco Bay Area and beyond, we are at your service.



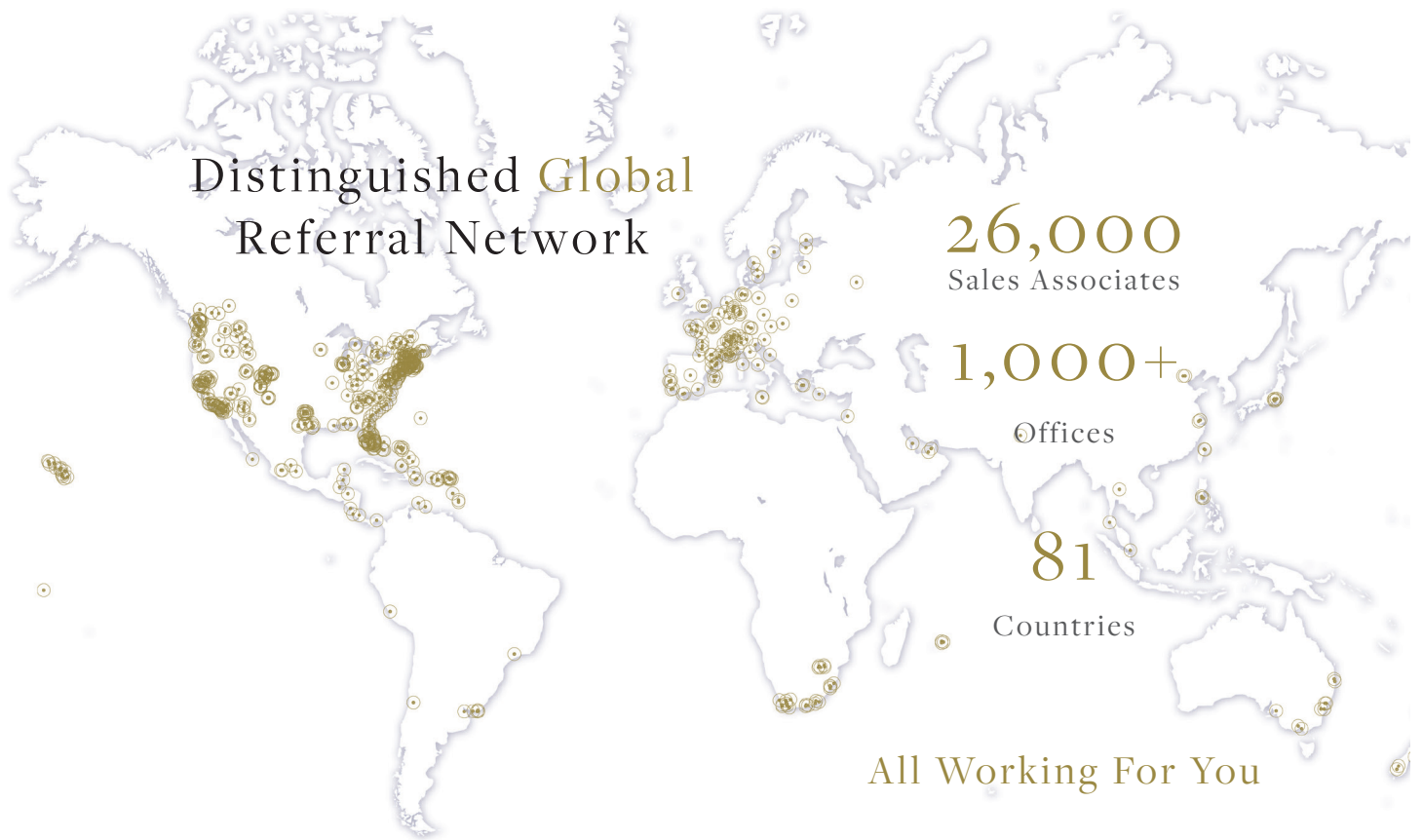


Reverential Heritage

Embracing a Brand's Powerful Influence

Since the founding of the Sotheby's Auction House in 1744, the Sotheby's name has earned a renowned status as a marketer of the world's most valuable and prestigious possessions. This reputation is built as much upon exceptional service to clients as on the notable art, antiques, jewelry and other holdings that pass through Sotheby's offices around the world.

In 1976, Sotheby's recognized that the firm could serve its auction clients in a valuable new way with a complete package of estate disposition services. Founded on the same commitment to exceptional service that characterized the firm's dealings for more than two centuries, the Sotheby's International Realty® brand was born and soon became known around the world for the distinctive properties and clients' it represents. Today, we continue that focus by employing our brand's vision of artfully uniting extraordinary homes with extraordinary lives.



Distinguished Connections

The Network's Worldwide Strength

The Sotheby's International Realty® brand was established to connect the finest real estate companies to the most prestigious clientele in the world. Today our network boasts more than 26,000 affiliated independent sales associates, located in over 1,000 offices, in 81 countries and territories worldwide, placing over 10,000 referrals every year. Our network members utilize innovation with relevant reach to assist clients' in the most unique way.

Helping our clients navigate the world of real estate is what truly helps set us apart. Another differentiator is our ability to connect buyers and sellers globally. Our referral system boasts hundreds of "connections" per month coming from two channels, realty and auction. With a dedicated liaison between the Sotheby's Auction House and Sotheby's International Realty, we are able to help unite thousands of buyers with the properties our network represents.