

Topic No. 1: The Excitement and the Unknowns

Topic objective: To prepare home buyers for the emotions they will experience and encourage them to become educated about the unknowns that accompany the home buying or building process.

Many home buyers prefer to have a home built for them, or to buy a spec home, rather than purchase a resale home. Buyers get excited when looking at new homes, and most builders do a great job of preparing their model homes for the market. The upgrades and the furnishings in these homes will make even the most conservative buyers want the home and everything in it.

It is quite natural to let your emotions lead you to purchasing a home from the agent marketing the home. However, if you do this, you will be making your first major mistake. Most home buyers do not have sufficient knowledge of home building and the real estate industry to protect themselves when faced with the many unknowns. These unknowns include:

- Who the marketing agent represents (hint, they are not representing the buyer!)
- Possible consequences of not being represented by an exclusive buyer agent
- The credibility and honesty of the builder
- How to avoid costly mistakes in the contract
- The best way to finance the purchase
- Benefits of building a custom home
- Coordination and contract problems
- Soil conditions
- Scheduling problems
- Cost overruns
- Construction flaws
- How meaningful is the home warranty
- Many other difficulties encountered after signing the contract

The time spent studying each topic of Buying or Building New Homes will provide unbelievable rewards. As you study each topic, make a list of steps and actions to take to ensure you get what you expect when you close on the home. The journey through this process can be exciting. Emotions will run high, and stress and anxiety will not be avoided.