



THE NEW CONSTRUCTION BUYING EXPERIENCE

We help you get

**WHAT YOU TRULY
WANT**

using our
Whole 9Yards Process



welcome

THINGS ARE CHANGING IN YOUR LIFE

Maybe you just got married. Or got a new job. Or are starting a family. Or maybe you've just simply run out of space.

You've decided it's time to move. You're ready to say goodbye to your current home and hello to the next one.

I bet you're considering a few different options and they all start with an online search. **You're searching for the perfect home.** One that checks all the boxes. It has the space you need, the updates you desire, and the perfect location. And you don't have the time or energy to spend the next six months looking for it.

In your spare time, you've started to **search for existing homes**, but you just can't find the perfect one. When you do find a layout that works, the house needs too many repairs or design updates to make it work.

After looking at existing homes for weeks and **not finding a good fit**, you've decided that **maybe your best bet is to take control and build a new home.**



You can make a new home exactly what you truly want. Pick the perfect lot, the perfect floorplan, and pick all the finishes to make the perfect home! No more messing around with used houses that are expensive and STILL need renovations, updates, and repairs.

But, buying a new-home is just different. And it can be confusing. The home search is not the same. The contracts are one-sided and complicated. The building process takes time and more effort.

WHERE DO YOU EVEN START?

Did you know that when you search online, you're only finding new-homes that are already built or under construction? Most of those have the finishes already picked. Builders don't have a way of listing their to-be-built homes on the big real estate search engines. They only list them on their own websites. So now your only option is to take a ton of time doing deeper research and driving from model home to model home to find plans that you can build from the ground up. **There's got to be an easier way to search for new-homes.**

Once you do find **a new home**, there will be a bunch of things you need to consider:

- Which options to put in your new home. Cabinets, counters, floors, appliances, oh my!
- For resale purposes, is one plan better than another?
- What about the lot? Should you spend more money and buy in a cul de sac or lot with privacy or will a less expensive lot work for you and your family?
- And how about financing. Should you use the builder's preferred lender or your local bank?
- What questions should you ask about the super long builder contract?
- What happens when things go wrong?

YOU'RE GOING TO NEED SOMEONE WHO'S BEEN THROUGH THIS BEFORE



hi, there



I'M BRIAN. I MAY NOT BE THE SMARTEST PERSON IN THE WORLD, BUT THERE IS ONE SUBJECT THAT I KNOW A LOT ABOUT-
NEW CONSTRUCTION HOME SALES

I spent 16 years selling new-homes or managing teams of agents that sell new-homes. During that time I've sold hundreds and hundreds of homes to countless happy homeowners. It's safe to say that I've learned a thing or two about the new construction industry. And I'm happy to share that knowledge with you!

One of the things I learned was that I **needed a break**. It got to be too much for me. I was working ridiculous hours, answering 100+ emails a day, and stressed beyond belief. Like you, I **believe nothing is more important than family**, but all I wanted to do when I got home was zone out. Zoning out does not = a happy family.

So I **decided to leave the giant homebuilder world**. The problem was I had no idea what I was going to do next.

But I **knew that my experience and passion for new construction could be very beneficial** in the residential real estate world.

After some brainstorming, I **came up with an idea**. I thought I could make an impact with small local builders. Sometimes **the small guys don't have employee sales teams**. Instead, they'll hire local real estate teams to sell their homes. **These real estate teams will often hire sales agents with no new construction experience**. The agents don't get the training and support they need.

There's lots of room for improvement with this business model. **So I decided to start a real estate agency** that helps those smaller builders. **We do their sales and sometimes their marketing**.



We also provide them with **insights into the market**. **We'll consult them on what floorplans to build**. **And on which lots**. **And at what listing price to hit their sales goals**. That sort of stuff.

Our team of experienced builder sales agents has been doing that since 2017. Time flies, it's crazy. Things are going great. Our builder clients are happy- I hope very happy- and we're selling a bunch of new construction homes.

THERE'S A GAP IN THE MARKET

About a year ago I realized that there is a huge gap in our market. Real estate agents will sell any home, used or new, it doesn't matter. But **most agents don't know the first thing about new construction.**

I was curious how I could help all the folks who wanted to buy new construction homes. People just like you, who prefer to live in a brand new, un-lived-in home. People who get excited about making a home special, making it their own. They know what they want but can't find it in an existing home.

It's clear that **new-home buyers don't always get the help they need from their real estate agent.** Buying a new-home is different. It's more involved. I know from my own personal experience of buying and building multiple new homes. I've been in your shoes.

Your agent needs to be an expert. Someone who has seen it all. Been there, done that. Someone you can have confidence in.

Selecting and buying a brand new home can be a fun, thrilling experience, but it's not without its twists and turns. **It can turn into a bumpy ride** and leave you feeling a little squeamish. Every buyer and every sale is unique.

Using our experience and our signature **Whole 9Yards Process,** we're ready to help you better understand what's coming around the next corner and **guide you all the way home.**



We settled on a home after only ONE day of hunting... We highly recommend Brian. We believe he is an expert in all things new construction and really has a heart for helping people find their new home.

-Melissa and Hunter Hook

how it works

STEP 1: WHAT YOU TRULY WANT

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You deserve the home of your dreams. We've found that new construction is the surest path to getting you what you want.

We'll get things rolling with our **virtual new-home workshop**. There's a fun, **interactive survey** and we walk you through making a **vision board of your future home**. It's quick and easy and will give us all that we need to make your dream new-home come to life.

Once that is complete, we will connect you with a lender, followed by **our first in-person meeting**. We'll walk through your current home. You can show us why this home is no longer a fit for your family. **We'll list out your "must-haves" and your "nice to haves"**. **We'll also review** the answers from the **survey**, check out your **vision board**, and talk about **what the lender had to say**.

By the time we're done, **we are ready to set up a search for a home that's truly what you want**.

STEP 2: THE SEARCH IS ON

2

Here we go! It's **time to go look at all these cool new construction homes!**

To save you time and for your own sanity, we'll do our best to **narrow down our list to your top 3 communities**. In each community, we'll have 1-3 floorplans to check out. We can always add more later, but we have found that this number usually results in finding the perfect home!

Before we go see the model homes, **we supply you with all the following** info to help you compare the different builders:

Area market research. This includes info on upcoming community openings.

Builder ratings based on our own experience and online reviews.

A **"What We Love" write-up about the community and builder**. This will also include the benefits of one community or builder vs another.

A **list of lots** that are available to build on and a **list of the builder's incentives**.

This is going to be easy and a helluva lot of fun!

how it works

STEP 3: SAY YES TO THE HOUSE

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Even if we are in a hot sellers market, you can still have wins as a buyer. For example, does the builder have an inventory home that fits your needs? This may provide you a better price? We'll also take a look at the builder's preferred lenders. We'll find out what benefits they offer, and then compare those to our own lenders. This lets us know which program is the best for you. Most of the time using the builder's lender is the way to go, but not always.

We know a lot of the builder sales managers in town. We use these relationships to ensure you get the best value with insights on current and upcoming promotions and homesite releases.

Once we've agreed on price and lender it's time to go to contract. We will review this contract with you before you sign. These contracts can be lengthy and confusing. This is where we can help. We will take the time to explain them to you in easy terms. We will help you clearly understand what you are agreeing to. And what to expect in the coming months as your dream home is built.

STEP 4: GOING VERTICAL

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Remember that vision board you made? If you're building your new-home from the ground up, now's the time to pull it back out. It's design time!

When you work with us, you get time with an interior designer at your design appointment. This lets you know that you made the best decisions in the finishes of your new home. Plus, the designer will help you save time and keep you from making a ton of trips to the design center.

While your home is being built you can count on a lot of communication from us. Our team provides updates on what happened that week and what's planned for the next. We'll even send pictures if you want! We'll explain why things are being built and done the way they are. We are the link between the builder and you.

We hold your hand the whole way. We'll attend all the builder's meetings with you and translate what the builder is saying. We'll schedule the home inspections at the right times and tell you what the results mean. We work behind the scenes to ensure a smooth and timely closing. All this is off of your plate! We free you up to plan your move and dream about living in your new home!

how it works

STEP 5: OUT WITH THE OLD

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Now that we found your new home, we need to sell your old one-if you have one. Most builders will require a contract on your house to sell before moving forward on your new home purchase.

With a lot of our clients, the best option is to sell to one of the iBuyers. You've heard their names, Offerpad, OpenDoor, and Knock. Yes, they do sometimes offer less than what you can get on the open market, but there are plenty of benefits. The biggest is that most of them will let you stay in your home while your new one is being built!! We'll compare all the costs so that you know if this is the way to go.

If it's not your best option, we are a full-service brokerage and we've sold hundreds of homes. You're in good hands. We're going to get you the absolute best price! After working with so many buyers, we know what people want in their next home. We even give you access to our designer who will help you make your home the best it can be.

The small details make a difference when marketing your home. We put your home's best foot forward! Your home's gonna stand out way above the competition!





FAST FORWARD A FEW MONTHS

You're just moving into your Pinterest-worthy home. There are no worries about the HVAC breaking down. No extra expense and time renovating the kitchen and bathrooms. It's a brand new home! **The one you truly wanted!** One that you'll be able to enjoy for years and years.

Denise was our sales representative and gave a wonderful personal touch and helped us understand everything that happened during the process. She went above and beyond to be personable and kept everything on schedule. She was patient, and we would recommend Denise to anybody as far as sales go. She felt like a personal friend by the time we were done.

- Lawrence and Vicki

There's no doubt Brian and his team provides a deeper level of new home knowledge than most realty firms. They've worked for builders and understand our challenges.

- Meeting Street Homes & Communities

Brian assisted Offerpad in Charlotte by listing and marketing some of our more challenging properties. He was able to sell these homes in a short time period and at prices higher than anticipated. I would highly recommend him for any of your real estate needs.

- Kyle Rush Market Director of the Carolinas Offerpad

Brian and I began working together over 7 years ago when he was the VP of Sales for a national homebuilder. When he and I both decided to leave and start our own business I knew he was the right person to handle my sales and marketing. Brian has been instrumental in helping RyKar Homes grow its business and customer base. Whether you are a builder looking for a firm to represent all of your listings or a homeowner looking to sell your home I would highly recommend Brian.

- Ryan Roche Owner RyKar Homes

Brian did a great job listing my home. It was the first time that I sold a personal residence and he helped guide my wife and me through the process. He kept us up to speed with all of the feedback from prospective buyers, what was happening in the resale market around us, and always gave us updates on the views/traffic the home was getting online. I would definitely use him again to sell my home!

- Abe and Lindsay Lehman

You won't be disappointed in Brian or his team - very knowledgeable and always putting forth that extra effort!

- Amy Niner



READY TO GET THE HOME YOU TRULY WANT?

We're uniquely qualified to help you select, buy and build a brand new home. You absolutely can and will benefit from the right buyer agent on your side, one with extensive new-home and new construction experience. We know new construction: builder quality, product, strategies, contracts, motivations, and more.

You Deserve The Whole 9Yards

**Click here to book your 15 min strategy call with me to see
how we can help**

[BOOK A CALL](#)