



PLATINUM
PROPERTY GROUP

A GUIDE FOR
BUYERS

ALL THE DETAILS YOU NEED
TO SUCCESSFULLY BUY A
HOME

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PLATINUM
PROPERTY GROUP

HI, WE'RE THE PLATINUM PROPERTY GROUP

AND WE BELIEVE IN HOME

WELCOME

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable.

When it comes time to buy a new home and begin a new chapter, the process can oftentimes feel overwhelming. Buying a home can be an emotional journey, and it's understandable to feel apprehensive. Rest assured that together, we can help you navigate the process with ease. We'll outline the process and create a plan together, so you don't have to do any of the heavy lifting.

From setting a budget to finding the right neighborhood, negotiating the best terms for you, and creating a smooth closing, this booklet will be your guide.

The Platinum Property Group



THE LIFE YOU'VE BEEN
DREAMING OF
starts at
your new
front door



THE PLATINUM PROPERTY GROUP

Alissa McDonald, Jeri Kennedy, Wes Woodin and Meredith Tanner

Real estate team, local experts, and advocates for our clients. We're passionate about helping people make smart moves and finding the good in every step of the journey. From buying and selling your personal home to building a portfolio, relocating to Charlotte, or making your next big investment, we're here to make real estate feel a little easier—and a lot more personal. We believe in doing things the right way, working hard, and never giving up on our clients.



FOCUS ON YOUR FUTURE
**We'll handle
the rest**

A minimalist bathroom with a large white bathtub, a wooden bench, and a large window. The room is decorated with a large potted plant, a woven basket, and a towel hanging on the wall. The text is overlaid on the image.

“

The Platinum
Property Group
walked us through
every step, answered
all our questions, and
made sure we felt
confident in our
decisions.

WHY HIRE A COLLECTIVE?

When it comes to buying or selling a property, having a real estate team on your side is a game-changer. Not only will someone always be available to take calls and show properties, but we'll also bring a wealth of experience and expertise to the table.

Buying a home is one of the biggest financial decisions you'll make, and having a team of experts on your side ensures a smoother, stress-free experience. With a team, you're never waiting on one person—someone is always available for showings, so you never miss out on the perfect home.

Our broad network of agent relationships gives you insider access to off-market and upcoming listings before they hit the market. Plus, when it comes to inspections, appraisals, and negotiations, we work together to ensure you get the best deal while avoiding costly surprises.

More experts, better results—that's the power of a real estate collective.



A family of four is posed in a dimly lit living room. On the left, a woman with long dark hair sits on a light-colored sofa, wearing a white button-down shirt and white trousers. Next to her, a young girl with long brown hair sits on the same sofa, wearing a white wrap-style dress. Behind them, a man with short grey hair stands, wearing a grey zip-up sweater over a light blue collared shirt. To the right, a woman with blonde hair sits on the sofa, wearing a dark grey button-down shirt and white trousers. The background features a large framed painting of a landscape, a modern lamp, and a built-in shelving unit with various decorative items.

The Platinum Property Group not only helped us find our dream home quickly, but they also got us a great price and negotiated several repairs! Their dedication and attention to detail truly set them apart. We highly recommend them to anyone looking to buy or sell.

TAKE THE STRESS OUT OF

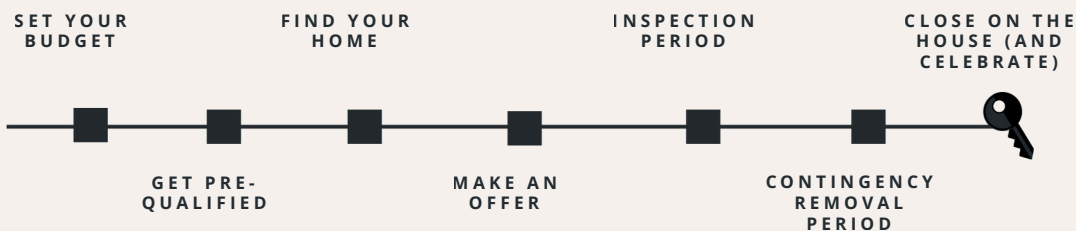
buying

SUCCESSFUL BUYING PROCESS

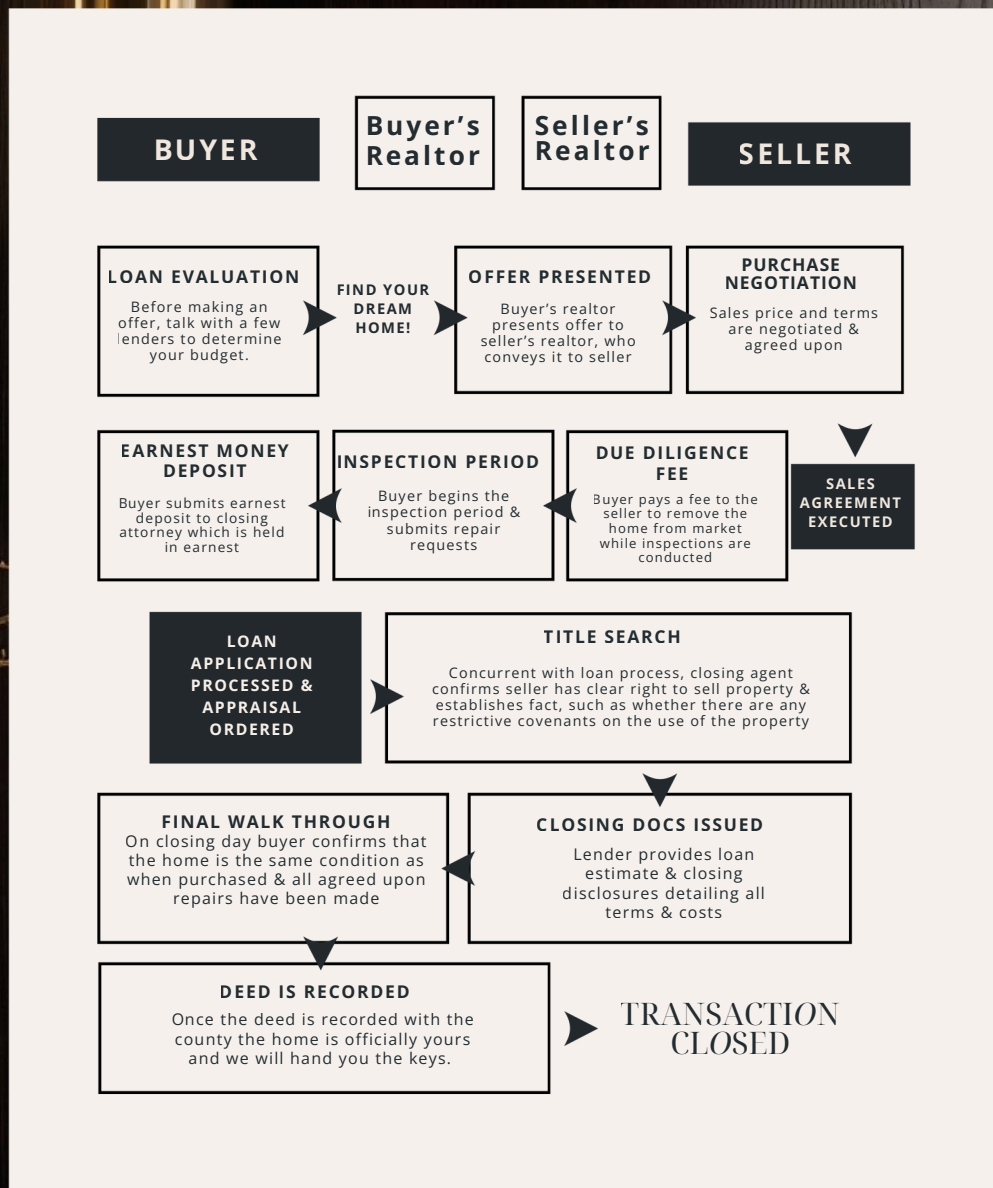
We know that buying a new home can be stressful...

But it doesn't have to be. Instead it can be the glorious start to a new chapter. The anticipation of creating new memories in a home that better serves your needs. We're here to help you determine your budget, find the perfect neighborhood & hear ***"offer accepted!"***

Moving to a new home is exciting and we can't wait to help you every step of the way.



HOW DOES A REAL ESTATE TRANSACTION WORK?



The background of the slide features a warm, indoor setting. At the top, a window with multiple panes looks out onto a blurred view of trees with golden-yellow autumn foliage. To the left of the window, a glass vase holds several dried, light-colored flowers. Below the window, a thick, textured brown blanket is draped over a wooden surface, possibly a chair or table. The overall lighting is soft and natural, creating a cozy atmosphere.

SETTING YOUR BUDGET

We know... the dreaded B word. But having a clear budget will make this process SO MUCH EASIER. Start by meeting with a lender to finalize numbers, but first, consider what monthly payment feels comfortable for your family. A good rule of thumb: keep your mortgage under 1/3 of your take-home pay. However, there are exceptions depending on your life stage:

- Early in your career? You might stretch your budget slightly. For example, young professionals, like new attorneys, could overextend a bit, knowing their income is likely to grow.
- Near retirement or on a fixed income? Stick to a more conservative budget to ensure financial stability.



TIMELINE

Are you renting? Do you need to sell your current home? Closings typically take 30 days, so line up your dates to be sure they work for you.

If you need to sell your current home in order to buy your new home, it's important to have it cleaned, staged, and photographed PRIOR to looking at homes. This allows us to best negotiate a Buyer Contingency, meaning that your new home purchase is contingent on your current home selling.

As your real estate team, we need to be able to show the sellers that we're ready to go to market 'overnight' so we don't delay the closing process.

If you're renting, know that your first mortgage payment isn't usually due for 45-60 days AFTER closing, which helps you avoid having to double up on rent and mortgage payments.

TIMELINE

BUDGET

- Determine what you want your monthly payment to be
- Determine how much you want to put down

MEET WITH A LENDER

- Interview lenders
- Crunch the numbers to determine how much home you can afford

SET UP YOUR HOME SEARCH

- Determine what your 'must have' items are
- Define the location you want to live in
- Set up your home search

SHOWINGS

- Walk any homes that meet all of the qualifications you've set until you find the right one & submit an offer

OFFER ACCEPTED

- Deposit earnest money
- 10-day inspection period
- Appraisal

CLOSING DAY

- Sign all lender documents
- Sign all title documents
- Sent to record + fund

MOVING DAY

- Schedule your movers
- Turn on all utilities in your name
- Welcome Home!



WISH LIST

Buying a new home is so much fun, and this is the part where you get to daydream about all the possibilities. We like to remove all constraints of budget and location and write down ALL the things we'd love to have inside our new home. Not gonna lie, our list is fairly epic, but it makes us happy to think about all the possibilities.

After we've filled our minds with all the possibilities, we start sorting them and ranking them in order of importance, narrowing it down to 3–5 must-haves. It's important to do this BEFORE you start looking at houses so you don't get distracted by something that might seem like what you want, but really isn't.

We'll refer to this list when we're out looking at homes. If a pool is on your MUST-HAVE list, then we'll only walk through homes that have pools OR are priced in a way that allows you to immediately put one in. This ends up saving everyone so much time AND ensures you get what you really want.

NEW HOME WISH LIST

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS



Why Hire an Agent?

Unrepresented consumers account for 70% of all real estate lawsuits.

Are you required to have a real estate agent to purchase a home? No.

But you're also not required to have a professional cut your hair, so why do you pay someone to do that? Because you don't want to walk around with your hair a mess, right?

Buying a home is often one of the biggest financial investments you'll make in your lifetime. A lot can go wrong, and unfortunately, it can go REALLY wrong if you don't know what you're doing.

Agent Compensation

Inside real estate transactions, there are typically two agents involved. One agent represents the seller, and the other agent represents the buyer. Each agent works to create circumstances that are agreeable to their clients.

Typically, sellers offer 3% of the purchase price to their agent and 3% to the buyer's agent. New NAR regulations prohibit us from offering a buyer co-broke inside the MLS, but it is still recommended that sellers offer a co-broke to a buyer's agent. Here's why:



It makes their listing more appealing. Buyers face a lot of upfront costs when purchasing a home, seller's covering this cost allows buyers to afford more.

It creates a smoother transaction. A represented buyer is a buyer that is educated with an agent working to make sure we get everyone to the closing table.

Sellers are not required to offer a buyer's agent co-broke, this means buyers need to be prepared to pay their agent out of pocket if need be. As a buyer's agent, it's our job to seek best circumstances for your purchase, which is why we'll try to negotiate a seller paid commission structure.

The Platinum Property Group

DOWN PAYMENT

Determine what your down payment is. While some put 20% down on their home, you can often qualify with as little as 5% down. It's important to be clear on this number, as it will impact your monthly payment.

You'll also need to have your earnest money on hand as well. Typically, buyers put 1% of the purchase price down as earnest money. We'll break down your earnest money in just a bit, but know that your earnest money will be added to your down payment on closing day.





MEET WITH YOUR LENDER

Now that you have a clear idea of what you want and the numbers you'd like to hit, it's time to talk to a lender. Every buyer must have a pre-approval before seeing any homes. Depending on your price point (usually luxury listings), Listing Agents will require proof of funds prior to showings. This ensures sellers aren't prepping their home for showings for buyers who aren't in a position to buy.

Your pre-approval will be submitted with any offer so the sellers know you can secure a loan for their property. Once you have your pre-approval, revisit your 'must-have' list to be sure those items can realistically be secured at your price point.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



**WE USE A VARIETY OF
STRATEGIES AND TOOLS
TO HELP YOU FIND YOUR
PERFECT HOME, MAKING
SURE YOU HAVE ACCESS
TO THE BEST OPTIONS ON
THE MARKET.**

SET UP YOUR HOME SEARCH

Now it's time for the fun part — let's start house hunting!

We'll set you up with a custom home search based on everything you shared above. That way, you'll get an email the moment a new listing hits the market that checks your boxes.

If something catches your eye, just let us know and we'll schedule a private showing for you.

A few quick tips to help make the process smooth (and stress-free):

- Try to avoid touring homes outside your budget — We know it's tempting, but it almost always leads to frustration. Let's stay focused on what actually works for your goals.
- When walking homes, keep in mind many are still occupied — so we want to be mindful of their space. (Especially helpful to remember if we've got little ones tagging along!)
- And a quick heads up: most homes have security cameras these days. So we'll save any pricing talk or negotiation strategy for after the showing.

Sound good? Let's go find your next home!

YOU'RE UNDER CONTRACT...

Now What?

Once we have an accepted contract, we send it to the Closing Attorney who will facilitate the closing documents. The Closing Attorney works with all parties involved (buyer, seller, both agents and lender) to compile all the documents necessary to close.

01

DUE DILIGENCE FEE

02

INSPECTION

03

APPRAISAL

THE DETAILS...

01

DUE DILIGENCE FEE: Your earnest deposit is typically 1% of the purchase price. Once all contingencies are met, your earnest money will be non-refundable and will be applied towards your down payment.

02

INSPECTION PERIOD: This is your time to do all of your due diligence on the property. It is **HIGHLY** recommended that you hire a professional inspector to do a full inspection of the home.

03

APPRAISAL: Once the inspection is complete the next contingency to remove is the appraisal contingency. Most loans require an appraisal prior to funding.



TWO WEEK

Inspection Period

This is your time to do all of your due diligence on the property. It is **HIGHLY** recommended that you hire a professional inspector to do a full inspection of the home. You can Google some options, or we're happy to share a few companies we've worked with in the past, but who you use as your inspector is ultimately your decision.

The inspector will climb into the attic, check the A/C, run all the faucets, check all the electrical, and look for anything that is out of order. They'll then provide you with a full report that is often dozens of pages long—you want them to be thorough! They'll point out everything that is in working order and everything that is not.

Once the inspection is done, you'll have an opportunity to ask the seller to repair or replace anything that isn't working properly. Let it be noted: you cannot ask for things that are working properly to be repaired or replaced.

If the buyer and seller cannot come to an agreement during this due diligence period, the buyer has the opportunity to cancel the contract, but the due diligence fee will not be returned.

APPRAISALS



A modern bedroom interior with a large window, a bed, and a chair. The text is overlaid on the image.

HOME APPRAISALS ENSURE ACCURATE VALUE, GUIDING FAIR AND INFORMED REAL ESTATE DECISIONS

Once the inspection is complete, the next contingency to remove is the appraisal contingency. Most loans require an appraisal, and if the home doesn't appraise for the purchase price, buyers and sellers have a few options.

The buyer can exercise their right to cancel the contract, the buyer and seller can renegotiate the price, or the buyer can bring the difference between the appraisal amount and the loan amount in cash to the closing table to bridge the appraisal gap.



"THE MOST DEDICATED TEAM I HAVE EVER WORKED WITH

We've bought and sold several homes over the years, but The Platinum Property Group stands out as one of the most dedicated and knowledgeable realtors we've ever worked with. They listened to our needs, kept us informed, and made the entire experience enjoyable. We can't wait to work with them again.



OTHER CONTINGENCIES

If you're selling your current home in order to buy your new home, you'll have this contingency. We'll go over all of these dates so you know exactly what is expected of you and the sale of your home.

The background of the image is a dark wood bookshelf filled with books. On the left, there is a decorative branch with small, light-colored flowers. On the right, a portion of a chair with a round, upholstered back and wooden armrests is visible. The overall lighting is warm and focused on the central text area.

FINANCING

During this time, it's imperative that you stay in close contact with your lender. They'll need specific paperwork and information only you can provide them. It is also of the utmost importance that you refrain from any other major purchases that could impact your financing. This would be buying a new car or boat or swiping your credit card for furniture for the new house. These purchases can negatively impact your debt to income ratio and implode your deal before it's done. Hang tight until we close on your dream home and then you have full reign to get that home furnished or buy that new car.



Final Walk Through

This occurs 2–4 days prior to closing and is your chance to walk through the home one last time to ensure that all of the repair requests have been completed and that the house is in the same condition as when you bought it.

It's normal to see boxes stacked in the garage because sellers are moving too! If everything looks good, you'll sign paperwork accepting the home's condition, and we'll be on our way to a smooth closing.

The background image is a soft, muted-ton photograph of a contemporary interior. It features a long, low wooden console table with vertical paneling. On top of the table sits a large, arched mirror with a dark frame and a vase of dried, feathery plants. The scene is lit with warm, ambient light, creating a calm and sophisticated atmosphere.

A TRUE EXPERT IN THE REAL ESTATE WORLD

From day one, The Platinum Property Group's communication and professionalism impressed us. Their understanding of the local market and keen negotiation skills ensured we got the best deal possible. We're so grateful for all their hard work!



CLOSING DAY

Closing day is usually a collection of a few days. The attorney's office will receive loan documents 3-5 days prior to close and you'll have two options: you can make an appointment to sign at the attorney's office OR they'll send the documents to you with a notary to sign in the comfort of your own home. Either way is just fine, but you'll need to be sure if you're signing at home that there is time for documents to get back to the attorney in a timely manner (this only comes into play if you're signing out-of-state). Sellers usually sign all the documents a few days prior to close, so that on closing day, all that is left to do is send the deed to record at the County Office.

Your property is officially closed once the deed has been recorded, then funding will follow. Depending on which day of the week and the time of day, sometimes recordation doesn't happen until the next day. Banks often work on Eastern Time so if you've recorded late in the day on a Friday, you can expect it to fund on Monday.

Good news? Once it's recorded we can release the keys to your new home to you!

What You

CAN EXPECT

We know this is about more than selling high and buying low, and We can promise you that while there will be some bumps in the process, We'll be doing our best to help you avoid any delays or roadblocks. You can expect weekly phone calls with our trademark tell-it-like-it-is honesty & creative problem solving to get you where you want to go.

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READY TO BUY?

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BROKERED BY
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REALTY