



The Bespoke Realtor:

A Customized
Approach to BUYING A
Home

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Each office is independently owned and operated.



DFW_Pearsonrealty



Pearson Realty-DFW

It's All About You

My real estate business has been built around one guiding principle: It's all about you.

Your needs

Your dreams

Your concerns

Your questions

Your finances

Your time

Your life

My focus is on your complete satisfaction. In fact, I work to get the job done so well, you will want to tell your friends and associates about it. Maybe that's why more than 50 percent of my business comes from repeat customers and referrals.

Good service speaks for itself. I'm looking forward to the opportunity to work with and for you too.

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Your Home Search

I love helping buyers find their dream home. That's why I work with each client individually, taking the time to understand their unique lifestyles, needs and wishes. This is about more than a certain number of bedrooms or a particular ZIP code. It's about your life, and it's important to me.

When you work with me, you get:

- Knowledgeable and professional REALTOR®
- Committed allies to negotiate on your behalf
- The backing of a trusted company, Keller Williams Realty

I have the systems in place to streamline the home-buying process for you. As part of my service, I will commit to helping you with your home search by:

- Previewing homes in advance on your behalf
- Personally touring homes and neighborhoods with you
- Keeping you informed of new homes on the market
- Helping you preview homes on the Web
- Advising you of other homes that have sold
- Working with you until we find the home of your dreams

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Getting Started

Basic Information

Name _____
Phone _____
Email _____

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Phone _____
Email _____

Who is the primary contact and what is the best time and way to reach that individual?

What is prompting your move?

When do you need to be in your new home?

Are you pre-approved for a mortgage?

What is your price range?

If we found a home today that meets all of your needs and as many of your wants as possible, are you pre-approved or prepared to make an offer?

Your Lifestyle Interview

Lifestyle:

Who will be living in the home you purchase?

Will anyone else be spending more than an occasional overnight stay (e.g., parents)?

Describe your lifestyle. What do you enjoy doing at home? Do you do a lot of entertaining? How do you spend your time in the evenings and on the weekends?

Does your home need to accommodate any special needs?

Do you have any pets?

Do you have anything special that needs to be accommodated such as athletic equipment, fine art, large furniture or a large collection?

When people come to your home, what do you want your home to say about you?

Is there anything we should know about your lifestyle that I have not asked?

Location:

Tell me about your ideal location.

What is your maximum commute time and distance?

What is your work address?

Are schools important?

Is there a particular view you are seeking (e.g., skyline, lake, mountains)?

What else is important about your location?

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Your Home Wish List

General:

Do you have a preference for when the house was built?

Do you want a house in move-in condition or are you willing to do some work on it?

When people come to your home, what do you want your home to say about you?

Do you want to have a swimming pool or hot tub?

Are you looking for any structures such as a greenhouse or shed?

Structure/Exterior:

What type of home are you looking for (e.g., single-family, condo, town house, etc.)?

Approximately what size house are you looking for (square footage)

How many stories?

What size lot would you like?

What architectural styles do you prefer?

What type of exterior siding will you consider?

Do you want a porch or deck?

What are you looking for in terms of a garage (e.g., attached, carport, etc.)?

What other exterior features are important to you?

Your Home Wish List

House - Interior:

What kind of style do you want the interior of your home to have (e.g., formal, casual, cozy, traditional, contemporary)?

What kind of floor plan do you prefer (e.g., open vs. walls between all living spaces)?

In general, what are your likes and dislikes for the interior of your home?

Bedrooms:

How many bedrooms do you need?

How will each of those rooms be used?

What are your preferences for the master bedroom?

Bathrooms:

How many bathrooms do you need?

What are your needs for each of the bathrooms?

Kitchen:

What features must your kitchen have (e.g., breakfast area, types of appliances, etc.)?

What finishes do you want (e.g., countertops, flooring, appliances, etc.)?

What are your likes and dislikes for the kitchen?

Dining Room:

Would you like the dining room to be part of the kitchen configuration? What about the living room?

What size dining room table do you have?

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Your Home Wish List

Living Room/Family Room:

Describe your likes and dislikes.

Do you want a fireplace?

What size room(s) do you have in mind?

What other rooms do you need or want?

What else should we know about the inside of the house you are looking for?

Summary:

What are the top five things your home needs to have?

Beyond those five things, what is something else you really want to have?

If you could have something else, what would that be?

If you could have one last thing to make this your dream home, what would that be?

The Neighborhood of Your Dreams

Please consider the following and record any notes or preferences:

Areas you would enjoy

Specific streets you like

School district(s) you prefer

Your work location(s)

Your favorite shops/conveniences

Recreational facilities you enjoy

Any additional items to consider when selecting your target neighborhoods

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The Home-Buying Process



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The Mortgage and Loan Process

Funding Your Home Purchase

1. Financial pre-qualification or pre-approval

- Application and interview
- Buyer provides pertinent documentation including verification of employment
- Credit report is requested
- Appraisal scheduled for current home owned, if any

2. Underwriting

- Loan package is submitted to underwriter for approval

3. Loan approval

- Parties are notified of approval
- Loan documents are completed and sent to title

4. Title company

- Title exam, insurance and title survey conducted
- Borrowers come in for final signatures

5. Funding

- Lender reviews the loan package
- Funds are transferred by wire

Why pre-qualify?

- We recommend our buyers get pre-qualified before beginning their home search.
- Knowing exactly how much you can comfortably spend on a home reduces the potential frustration of looking at homes beyond your means.



Making an Offer

Once you have found the property you want, I will write a purchase agreement. While much of the agreement is standard, there are a few areas that we can negotiate:

The Price

What you offer on a property depends on a number of factors including its condition, length of time on the market, buyer activity, and the urgency of the seller. While some buyers want to make a low offer just to see if the seller accepts, this often isn't a smart choice, because the seller may be insulted and decide not to negotiate at all.

The Move-in Date

If you can be flexible on the possession date, the seller will be more apt to choose your offer over others.

Additional Property

Often, the seller plans on leaving major appliances in the home; however, which items stay or go is often a matter of negotiation.

Typically, you will not be present at the offer presentation – I will present it to the listing agent and/or seller. The seller will then do one of the following:

- Accept the offer
- Reject the offer
- Counter the offer with changes

By far the most common is the counteroffer. In these cases, my experience and negotiating skills become powerful in representing your best interests.

When a counteroffer is presented, we will work together to review each specific area of it, making sure that we move forward with your goals in mind and ensuring that I negotiate the best possible price and terms on your behalf.

Closing 101

Prepare for It

Closing day marks the end of your home-buying process and the beginning of your new life! To make sure your closing goes smoothly, you should bring the following:

- A certified check for closing costs and down payment. Make the check payable to yourself; you will then endorse it to the title company at closing
- An insurance binder and paid receipt
- Photo IDs
- Social Security numbers
- Addresses for the past 10 years

Own It

Transfer of title moves ownership of the property from the seller to you. The two events that make this happen are:

Delivery of the buyer's funds

This is the check or wire funds provided by your lender in the amount of the loan.

Delivery of the deed

A deed is the document that transfers ownership of real estate. The deed names the seller and buyer, gives a legal description of the property, and contains the notarized signatures of the seller and witnesses.

At the end of closing, the deed will be taken and recorded at the county clerk's office. It will be sent to you after processing.



Frequently Asked Questions

How will you tell me about the newest homes available?

The Multiple Listing Service Website provides up-to-date information for every home on the market. We constantly check the New on Market list so we can be on the lookout for our clients. We will get you this information right away, the way that is most convenient for you: by phone and/or email.

Will you inform me of homes from all real estate companies or only Keller Williams Realty?

We will keep you informed of all homes. We want to help you find your dream home, which means we need to stay on top of every home that's available on the market.

Can you help me find new construction homes?

Yes, we can work with most builders and get you the information you need to make a decision. On your first visit with the builder, we will accompany you. By using our services with a new construction home purchase, you will receive the services we offer, as well as those provided by the builder, at no additional cost.

How does for sale by owner (FSBO) work?

Homeowners trying to sell their home without agent representation are usually doing so in the hopes of saving the commission. If you see a FSBO and want the advantages of our services, let me contact the owner for you and make an appointment. Most times the homeowner will work with agents even though their home is not listed, since the agents are introducing a potential buyer to their property.

Can we go back through our property again once an offer is made but before possession?

Usually, we can notify the seller and schedule a convenient time to visit the property again. Immediately before the closing, we will schedule a final walk-through and inspection of your new home.

Once my offer is accepted, what should I do?

Celebrate and focus on moving into your new home! You will want to schedule your move, pack items and notify businesses of your address change. We will provide you with a moving checklist to help you remember all the details. We will also give you a good faith estimate and HUD statement, which will indicate the amount you will need to bring to closing.

Above and Beyond

To me, providing exceptional service involves more than just making your real estate dreams come true. It requires taking the next logical step; helping you through the details after you officially own your home.

As a courtesy to make your transition smooth, I recommend the following professionals in the area

[Banks/Financial Institutions and contact](#)

[Doctors Nearby](#)

[Hospitals Nearby](#)

[Schools](#)

[Grocery Stores](#)

[Shopping](#)

[Parks](#)

[Gym/Fitness](#)

[Restaurants](#)

[Entertainment](#)

[Theaters](#)

[Interior Design](#)

[Lawn Care](#)

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About Me

How am I different?

Giving Back:

As part of my custom experience, after closing I will donate 1% of my net commission to a charity of your choice, in your name.

Background:

I began investing in Real Estate in 2007 and continue to invest to this day. I bring both a Realtor's knowledge of the ever changing market and the added benefit of seeing the home for it's maximum potential. Assisting to advise you from the point of view of an investor.

Awards & Features:

HomeLight 2018 - Top 5% across DFW • Top Buyer's Agent • Top Negotiator

Best of HomeLight

October 2018 - Keller Williams Top Individual Producing Agent

Magazine Features: <http://voyagedallas.com/interview/meet-aubrey-pearson-bespoke-realtor-keller-williams-serve-entire-dallas-ft-worth-metroplex/>

Reviews on: Zillow, Realtor.com and HomeLight

YouTube Channel: Aubrey Pearson The Bespoke Realtor

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*References Available upon request

Recent Closings

- 1211 Hillburn St. Irving 75060.....\$155,000
- 124 Alto Vista Dr. Irving 75062.....\$740,000
- 7209 Collin McKinney Pkwy Mckinney 75070.....\$359,999
- 914 Joslin St. Irving 75060.....\$160,000
- 6122 Ridgecrest Rd Dallas 75231.....\$99,500
- 13806 Sandstone Bridge Ln Rosharon 77583.....\$257,990
- 804 Chateau Valee Cir. Bedford 76022.....\$178,300
- 1531 Seegar St. Dallas 75215.....\$255,000
- 5516 Boca Raton #310 Ft. Worth.....\$49,900
- 2504 Tierra Irving, 75062.....\$142,000
- 1005 Short Line Blvd Midlothian 76068.....\$162,500
- 3016 Manuel Creek Dr. Little Elm 75068.....\$1625/mo (Lease)
- 9958 Cedar Mountain Circle.....\$92,000.00
- 116 Fox Glen Circle Irving, TX 75062.....\$397,500.00

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Recent Closings

1223 Laurel Ln Grapevine, TX 75061.....\$254,000.00

1124 E. Parkerville Rd. DeSoto, TX 75115.....\$118,500.00

1033 Lakeview Dr. Mesquite 75149.....\$267,500.00

2603 Centurion Rd Glenn Heights 75154.....\$254,990.00

8513 Wellington Pointe Dr. Irving 75063.....\$333,000.00

3101 Adrian Creek Dr. Little Elm 75068.....\$267,000.00

8859 Thompson Circle Frisco 75034.....\$1,295.00/mo (Lease)

1114 Deer Ridge Duncanville 75137.....\$245,000

709 Greenhill LN Grand Prairie 75052.....\$184,000

1058 Pedernales Trl Irving 75063.....\$355,000

804 Hall st. Lancaster 75146.....\$102,500

What's Ahead

Let's look for a new home.

The information we discussed about your wants, needs and desires will all be taken into account when I search for homes.

In some cases, my clients find their dream home on the first day. In other cases, it takes more time to find the right home. Rest assured, there is a home out there just right for you. We just have to find it.

To assist you in the home search journey, I will send over a list of homes showing you the following information for each:

- Photos of the home
- The home address
- The current asking price
- The square footage and property taxes
- The number of bedrooms and baths
- The age and lot size
- Unique features and comments

Once we narrow down the list of properties that are of interest, I will:

- Provide you with more detailed information about the home
- Review the county tax records for tax liens, etc.
- Schedule a personal visit to the home
- Tour the home with you
- Determine how the asking price compares with other homes in the area
- Answer any and all questions you may have

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