

BUYING A HOME WITH



YOUR REAL ESTATE EXPERTS

KELLER WILLIAMS REALTY

THANK YOU!

For the opportunity to present our qualifications and proven marketing strategies. After over 20 years of helping home sellers and buyers, we know how to get results for our clients. Our priority is to sell your home for the most money possible in the shortest amount of time with the least amount of hassle for you. The most important step in the sales process is choosing the right Realtor to effectively and profitably represent your interests. We look forward to putting our experience and expertise to work for you!

Craig M. Reger

Owner/CEO

Our Mission

To change lives by providing extraordinary real estate representation with expert counsel and unparalleled service.

We Promise

To create an experience you can't imagine being better.

To face challenges head on so you don't have to.

*To make every effort to be out in front of everything,
to stop the surprises before they happen and to keep
the process smooth and stress-free.*

Our Goal

Between now and closing, you will be so happy with our services that you will contact us with the name of someone that needs help in real estate — whether they need to buy, sell, or just have a general question, we are here to help!

FINDING YOUR DREAM HOME

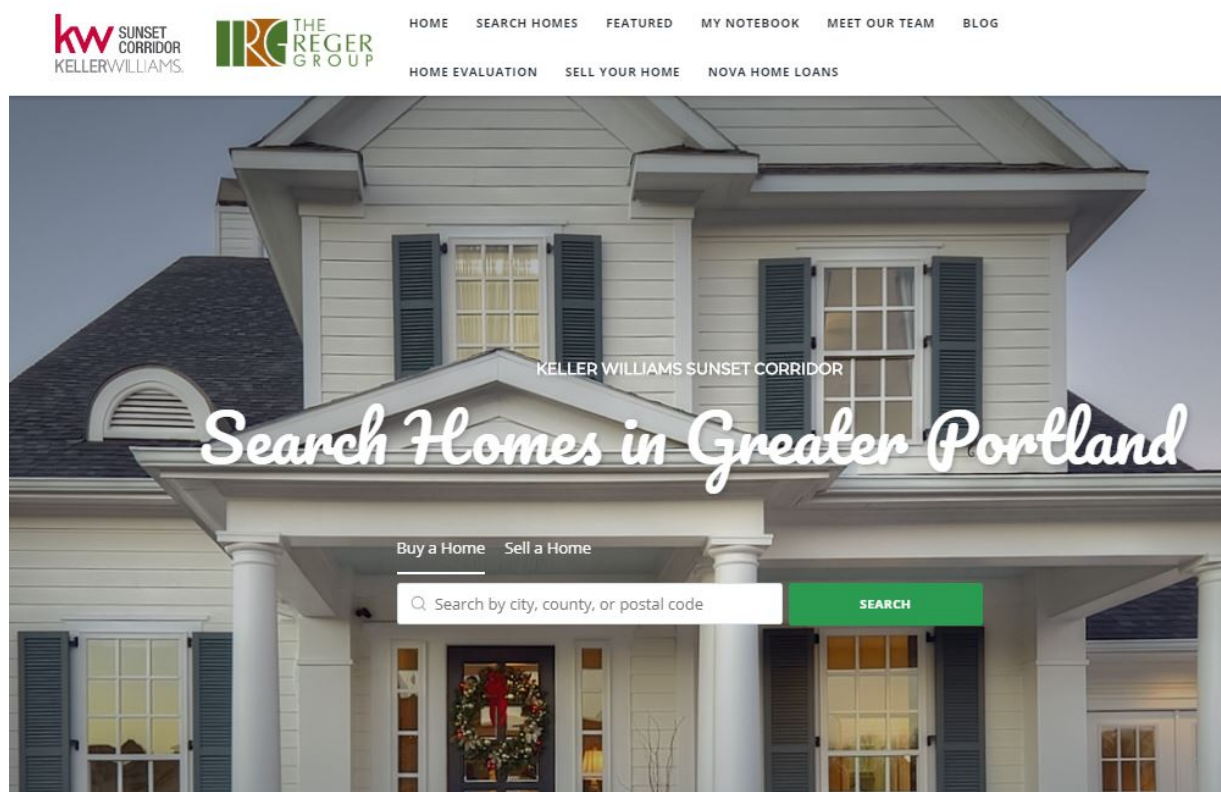
Never miss a new listing!

Search our website with thousands of homes at your fingertips!

www.FindPortlandHouses.com

What it offers:

- Access from an app or desktop for convenient home searching
- Adjust your specific search criteria and access to thousands of homes
- Property alerts so you never miss a new listing
- Real live agent support because we know this is a personal process
- Quick neighborhood searches
- Neighborhood statistics
- School & Tax information



THE TEAM ADVANTAGE

To provide our clients with the best possible home buying and home selling experience, we offer you an entire team of real estate experts. Our industry-leading approach ensures innovative expertise, superior customer service, and seamless transactions from start to finish. We are proud to be recognized both locally and nationally as a top-ranked real estate team. Exceeding your expectations is our ultimate measure of success.

LEADERSHIP

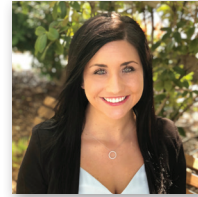
Experience matters! The Reger Group was founded by Craig Reger over 20 years ago and he and our leadership team have been working in real estate for more than 40 years collectively with more than 5000 homes sold. Because of this experience and success, they each are highly-sought after national real estate trainers and business coaches. This experience gets put to use for our buyers and sellers every day ensuring our brokers bring a level of insight and expertise into each situation that is second to none.



Craig Reger
Team Owner
Principal Broker, Licensed in Oregon



Annemarie Reger
Team Owner



Andrea Morrisson
Director of Sales & Operations
Principal Broker, Licensed in Oregon

LISTING & BUYER SPECIALISTS

Whether your real estate goals include buying, selling or investing in real estate our listing and buyer specialists are here to get you the results you want. As full-time brokers, they each invest the time to study the nuances of the local market daily to deliver the most current and expert counsel to our clients. Always armed with the most up to date market information and proven strategies, our brokers aggressively negotiate on your behalf to earn you the very best terms possible.



Aubree Castleman
Broker, Licensed in Oregon



Amanda Ashby
Broker, Licensed in Oregon



Drew Ramey
Broker, Licensed in Oregon



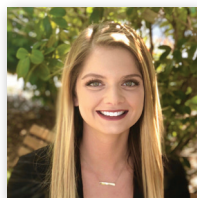
Jon Ziegler
Broker, Licensed in Oregon



Tyler Reese
Broker, Licensed in Oregon

CLIENT SUCCESS TEAM

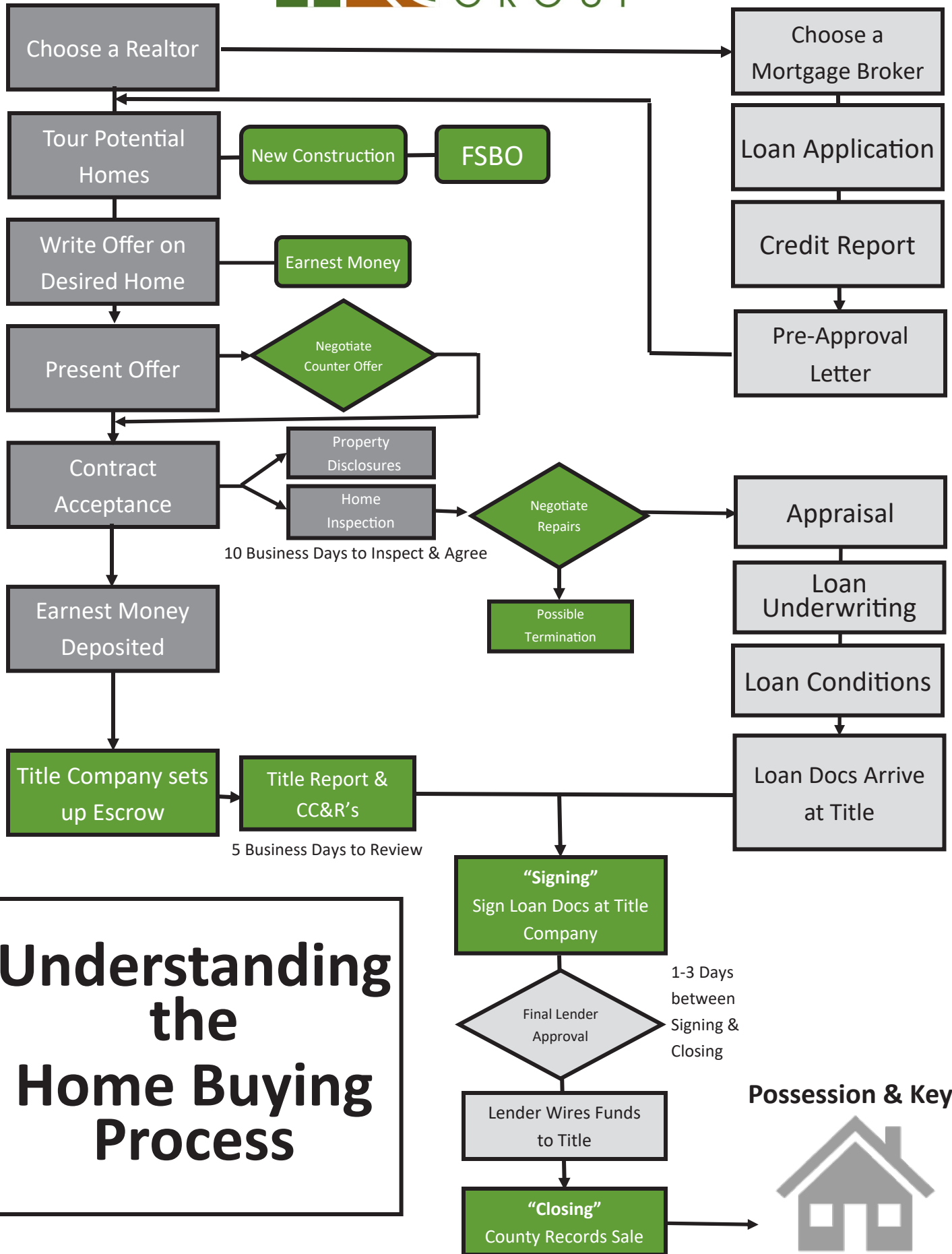
Buying or selling a home and moving can be highly stressful and navigating the process of a sale can be challenging. Our dedicated and diligent success team is here to support you every step of the way. By providing you with the highest level of communication their priority is to prevent surprises and to anticipate potential pitfalls and issues and proactively work to solve them. Having helped hundreds of clients, their experience ensures a world class sales process.



Bri Riddle
Listing Manager
Broker, Licensed in Oregon



Mariah Morgan
Transaction Manager
Broker, Licensed in Oregon



BUYER PLAN OF ACTION

We Sell More Because We Do More!

We Are Experts

We are experts at selling homes! After more than 20 years in the real estate business, we've negotiated more than 5,000 real estate contracts! Most agents sell 8-10 homes per year. With this level of experience, we understand the complexities of each real estate transaction, and capably remove potential challenges before they have the opportunity to even appear.

In today's market we know it takes a PROACTIVE and AGGRESSIVE approach to find our buyers the home for the best price. Everyone has access to the same homes for sale using the Multiple Listing Service and free websites such as Zillow, Trulia or even our website, TheRegerGroupNetwork.com, but did you know, experts now say more than 25% of homes sell before they ever even show up in the Multiple Listings or on these websites? Buyers and their agents who rely on these sources are missing out! The reason more buyers choose to work with us over other agents is that we go far above and beyond just the MLS to find them the best deals in the neighborhoods they want.

HERE'S HOW:

TELEMARKET – One of the best ways we can find you great homes not yet on the market is by calling current homeowners in the specific areas you want to live. In fact, we call thousands each week!

DOOR KNOCKING – We personally visit and “door knock” homeowners in your favorite neighborhoods looking for potential sellers.

EXPIRED, CANCELLED, WITHDRAWN LISTINGS – These are homes that were on the market at some point in the past 5 years and for whatever reason did not sell.

OUR DATABASE – Having sold over \$500 million worth of real estate in the last 20 years, we have built a database of more than 10,000 clients who we actively keep in touch with.

WHERE BUYERS FOUND THE HOME THEY PURCHASED

	'03	'06	'10	'17	'18
Internet	11%	24%	37%	49%	50%
Real Estate Agent	41	36	38	31	28
Yard Sign / Open House Sign	16	15	11	7	7
Friend, relative, or neighbor	7	8	6	6	7
Home builder or their agent	7	8	4	6	5
Directly from sellers / knew the sellers	4	3	2	2	3
Print newspaper advertisement	7	5	2	1	1
Home book or magazine	1	1	*	*	*
Other	6	*	*	*	*

Source: National Association of Realtors

WHY USE A TRG PREFERRED LENDER

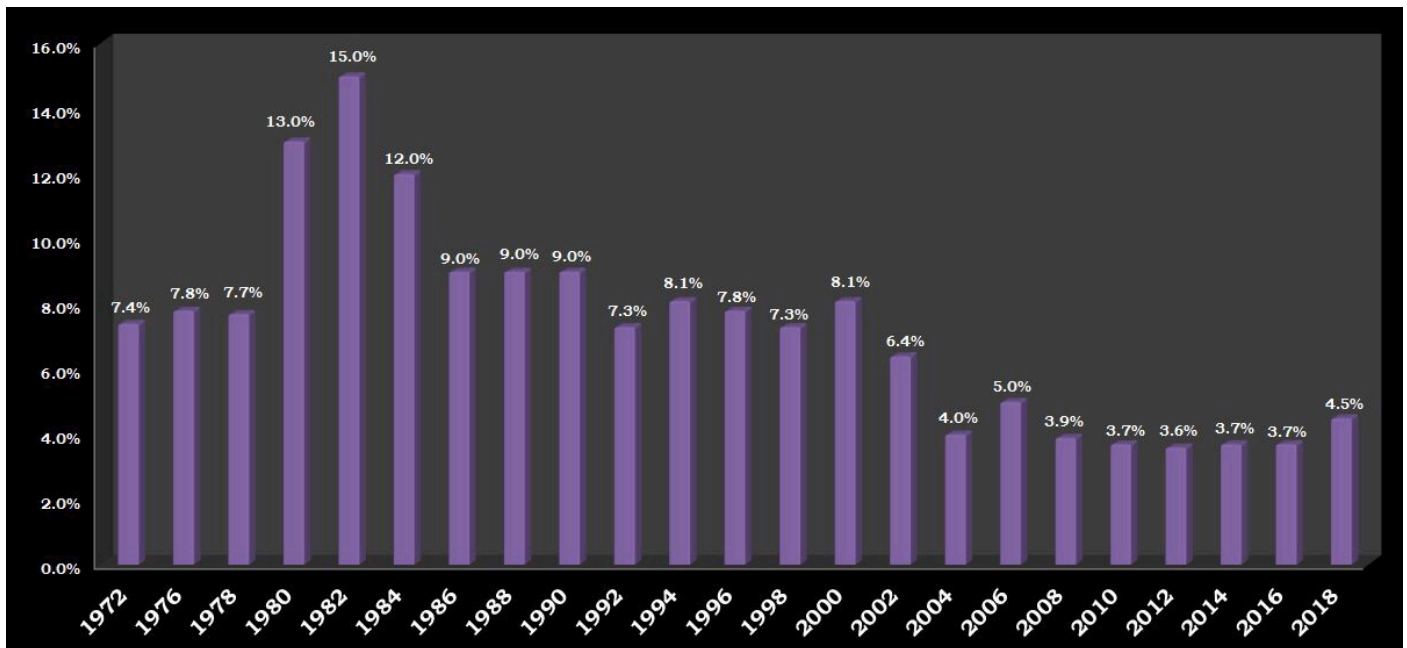
Purchasing a home is a big deal- both personally and financially. After over 20 years of helping buyers purchase real estate, we have seen the many pitfalls, headaches, and heartaches that can occur when our clients do not use highly experienced lenders to handle their financing. After thousands of transactions, we know who is truly the best and who will deliver on what they promise. It's easy to get a quick "pre-approval" online with what seems like a great rate, unfortunately there are often hidden fees, or a lack of initial underwriting which can lead to last minute rate hikes, or even loan rejections. Our preferred lenders offer expertise with integrity that is second to none, plus a variety of loan programs with highly competitive rates so you know that when you're approved, you're getting a great loan that will close and close on time!

AN EXPERT LENDER GUIDES BUYERS THROUGH:

- MARKET TRENDS
- EVALUATING CURRENT FINANCES
- UNDERSTANDING RATES & VARIOUS LOAN PROGRAMS

**Rates remain
at historic lows!**

ANNUAL MORTGAGE RATES



Source: National Association of Realtors

Working with a Reger Group preferred lender will provide you with the confidence and assurance you need through direct communication and expert advice.

LET'S MAKE AN OFFER

Once we have found the property you want, we will write a purchase agreement. Here are a few things we can negotiate:

THE PRICE

What you offer on a property depends on a few factors, including its condition, time on the market, buyer activity and urgency of the seller. Some buyers consider making low offers just to see how the seller responds. This often isn't a smart choice – it could insult them and they may not want to negotiate at all. There are other factors and contingencies to take in to account when we write an offer:

- Earnest Money
- Inspection Contingency
- Personal Property
- Close Date
- Possession Date

With counter offers being the most common response, in this situation our experience and negotiation skills become powerful in representing your best interests. We will review each detail making sure we move forward with YOUR goals in mind, ensuring we negotiate the best possible price and terms on your behalf!

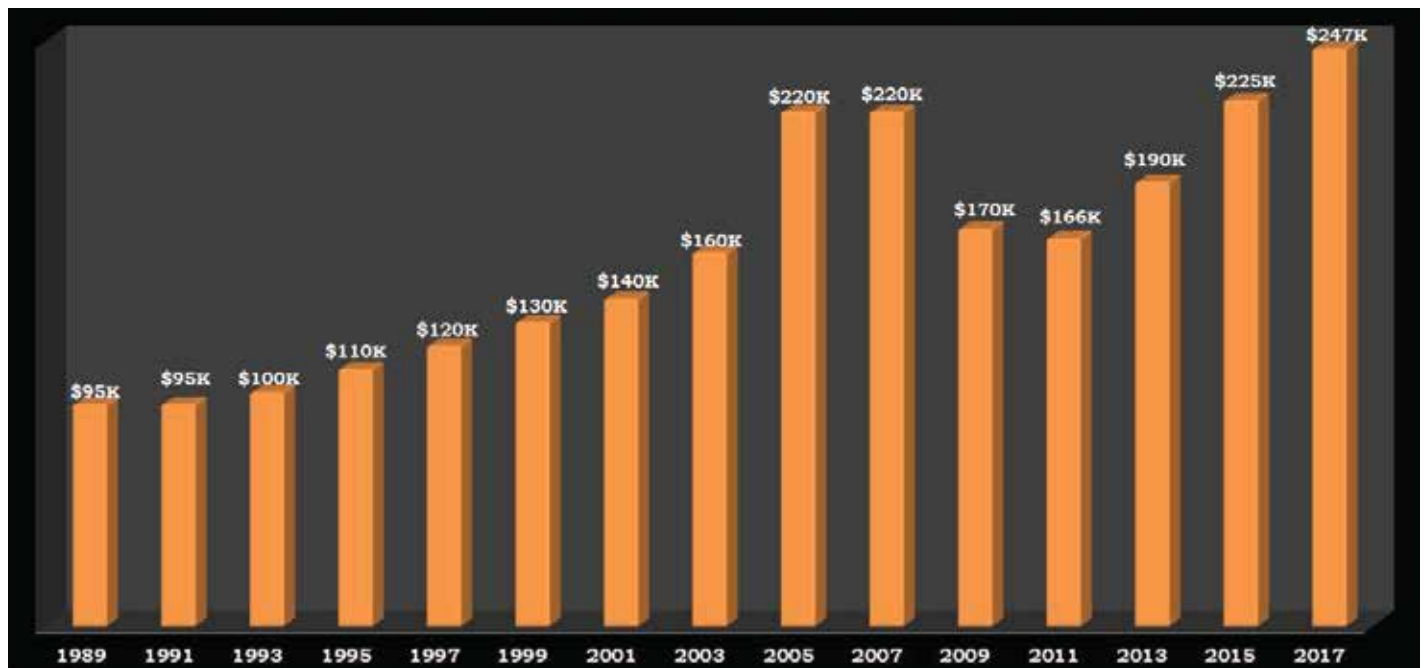
Once we present an offer the seller will do one of the following:

- Accept the offer
- Reject the offer
- Counter the offer with changes (most common)

MULTIPLE OFFERS

Sometimes there will be competition. In this situation, you will have to determine your own motivation and desire to purchase that home. What are you willing to offer to beat out other buyers?

ANNUAL HOME PRICES



Source: National Association of Realtors

HOME INSPECTIONS

Once you have found a home and we have written and negotiated through the terms of sale with the seller, the home inspection period begins. Typically this is 5-10 business days long (we will have defined that in the accepted offer). During this time, you as the buyer have the right to terminate the contract for any reason and receive 100% of your earnest money back. It is also during this time that any and all inspections should occur. The buyer hires and typically pays for these inspections up front, so budget accordingly.

We highly recommend every home buyer performs these inspections:
(Prices are approximate)

General Home Inspection (\$450-\$650)

The result of the general inspection performed by a licensed home inspector, may call out required repairs, recommended repairs, or just alert you to potential issues down the road. These results may lead you to need or want to hire additional inspections such as a mason to inspect a faulty chimney or a roofer to inspect the roof.



Radon Inspection (\$150)

Radon is a naturally occurring gas that is prevalent in certain parts of the Portland Metro area and non-existent in others. It is potentially harmful to humans if it is in too high concentration indoors.

Sewer Scope (\$150)

A sewer scope will identify any issues in the line such as cracks or damage. Sometimes in older homes and neighborhoods, there may be a sewer line crossing another property. These can be costly issues that will most likely require repair prior to closing.

Other Inspections

Depending on the type of property you are purchasing, we may make recommendations for additional inspections such as siding, structural engineering, oil tank, etc.

When the results of the home inspections have all come in, we will work with you to determine what, if any, repairs we will ask the Seller to make prior to closing.

***It is the responsibility of the buyer to hire all inspectors and contractors. The Reger Group cannot guarantee pricing or quality of work.**

WHAT OUR CLIENTS SAY

EXPERT COUNSEL & UNPARALLELED SERVICE

We believe the greatest measure of our success is how our clients feel after working with us. We take great pride in the fact that the majority of our business comes from referrals and repeat business. We are happy to provide references and numerous additional testimonials. Check us out on Zillow!



"You guys did an awesome job! Whenever we needed you for anything you were there in an instant to help. Thank you for going up and beyond the call of duty! We will always refer people to you!" - Jamie and Brandi S.



"Too numerous to count, we are grateful for all those details you took care of so conscientiously, timely, and often without thanks, you made this whole process so easy and much less stressful than anticipated." - Evan and Shannon B.



"I live in California and bought a house in Oregon for my college-aged daughter. Buying a home from a state away is no easy task. I had to rely heavily on TRG and had to trust them to make decisions on things that I could not see first hand being a state away. I had not met Aubree prior to her becoming my agent and was very concerned going in that this whole situation could be a nightmare with the wrong agent taking the lead. Very quickly The Reger Group put those fears to rest with their efficiency, thoroughness and attention to every single detail before I could even think of it. The team is with you every step of the way, even when you are a buyer who needs a really hands on agent like I did. I highly recommend The Reger Group. You will not be disappointed." - Sherene G.



"Sold a condo in Hillsboro, they got me a full price cash offer 4 days after going on the market. Escrow closed in about 3 weeks, it was a very smooth process from start to finish thanks to The Reger Group." - Julie R.



"I had an incredible experience with The Reger Group! When I came to them I already knew the house I had in mind, but they made everything so incredibly smooth. They are responsive, smart, organized and even with multiple people on the team helping, it's clear their communication is extremely good as nothing fell through the cracks. I honestly can't say enough nice things about this team. Night/day/weekend/whatever they always are on top of it and really made me feel incredibly taken care of. Would recommend them to anyone in a heartbeat." - Kate O.

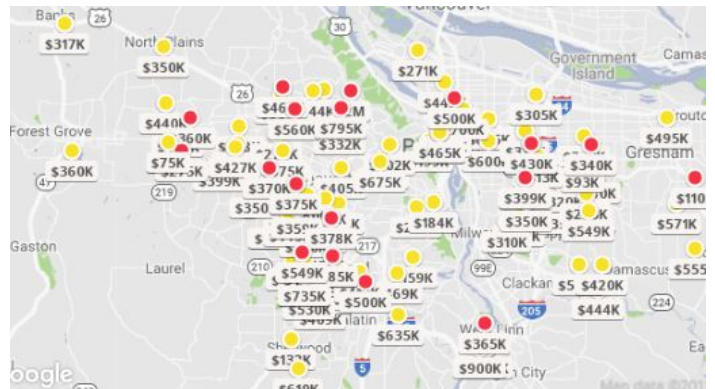


"The Reger Group walked me through each step of the process, was completely transparent, and found my home a buyer. The process was clear and easy and my home sold quickly." - Jon B.



"The Reger Group made this home buying experience so enjoyable. Aubree has extremely strong negotiating skills and we were even able to close early! Thank you all so much for a wonderful experience. Would highly recommend The Reger Group to friends and family!" - Robin M.

WE SERVICE ALL OF THE PDX METRO AREA!



ALL SOLD BY THE REGER GROUP!

www.zillow.com/profile/TheRegerGroup

BUYING
— YOUR HOME

SELLING YOUR HOME



**Meet with
your buyer
agent to
discuss your
home buying
process and**

you can afford.



your listing agent to discuss market trends and pricing your home.



MAKE AN OFFER
Your buyer agent will guide you through making the right offer on

Order an inspection of the home. Your agent will negotiate any necessary repairs.



Provide a space for the key to our team

RECEIVE OFFERS!
Your listing agent will

LOSING



er an
clear to
er has
conditions.

START

CLOSING DAY!

971-808-8539
TheRegerGroupNetwork.com



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www.FindPortlandHouses.com