

# ULTIMATE HOME BUYER GUIDE

**Carla & Conner on the Coast**



**Conner Ashley | Realtor**  
941.374.1024  
Conner.Ashley@CBRealty.com

**Carla Chavez | Realtor**  
941.374.0389  
Carla.Chavez@CBRealty.com

**CarlaAndConner.com**

# WHO ARE CARLA & CONNER?



**Carla & Conner on the Coast** is the mother-son real estate team with Coldwell Banker Realty. Carla & Conner primarily operate out of Sarasota, Manatee and Charlotte Counties in the beautiful Southwest Florida area.

**Carla & Conner** have spent years in the hospitality management industry. They have managed, designed and consulted on hundreds of vacation rentals and hosted thousands of guests. They are excited to use their unique experience and passion for real estate to help you buy or sell your next home!

With **Carla & Conner on the Coast** you get two agents on your side. That's twice the manpower, twice the coverage, twice the dedication and twice the representation.

Thanks for downloading our ultimate home buyer guide! Finding your new home can be such an exciting experience but also very stressful. We are here to help with the stress so you can have more fun during your property search! We have compiled the best do's and don'ts for finding your next place and we have a ton of resources available to you on [CarlaAndConner.com](http://CarlaAndConner.com)! Check out our "Neighborhoods" tab on the website to help get a feel for your favorite neighborhoods in the area.

If you aren't looking for a new property quite yet but just getting prepared then no worries! We created this guide to help everyone no matter where they are in the process.

No matter the reason, we are so glad you're here! Enjoy our comprehensive guide and let us know if you ever need anything! When it comes time to find a realtor we would be honored to make your home search an incredible experience and represent you as our client!



**Conner Ashley | Realtor**  
941.374.1024  
Conner.Ashley@CBRealty.com

**Carla Chavez | Realtor**  
941.374.0389  
Carla.Chavez@CBRealty.com

**CarlaAndConner.com**

# FINDING A HOME

## THE DO'S

- WORK WITH A REAL ESTATE AGENT**
- GET PRE-APPROVAL**
- HEAVILY RESEARCH AREAS**
- CHECK YOUR CREDIT**
- CONSIDER RESALE VALUE**
- YOUR OWN SEARCHING**
- TAKE YOUR TIME**
- SCOPE OUT YOUR NEIGHBORHOOD**
- USE TEMPLATES TO STAY ORGANIZED**
- CONSIDER FURNISHINGS AND DECOR**



# FINDING A HOME THE DO'S

## WORK WITH A REAL ESTATE AGENT

As a buyer working with a real estate agent is completely FREE! They are providing a service in helping you find your next home but also acting with a fiduciary interest. As realtors our role is to represent you and guide you through the process from search to close.

## GET PRE-APPROVAL

As realtors we can help you work with mortgage brokers to get you a pre-approval letter. It's important to have this before your search so you can get an idea as to what you can afford.

## HEAVILY RESEARCH AREAS

Ensure you heavily research areas and neighborhoods include crime statistics, school performances, and anything important for you in the neighborhoods you're searching.

## CHECK YOUR CREDIT

Check your credit before to have enough time to dispute anything that could hurt your approval chances.

## CONSIDER RESALE VALUE

It's hard not to get emotional but make sure when searching for a home you are considering the resale value of the property.

## YOUR OWN SEARCHING

Do your own searching. Make an account on Zillow, realtor, trulia etc... and start saving different properties and send them to your agent. Searching is half the fun! If your agent is in sync with you then they've likely already found the ones you're sending them!

## TAKE YOUR TIME

Take your time, don't rush into anything. A property might feel perfect but if it doesn't work out another one will feel perfect down the road.

## SCOPE OUT NEIGHBORHOODS

It's important to visit the neighborhoods you're looking in at different times! It's important that you find the neighborhood that is perfect for you! Whatever that may mean. Visiting the neighborhoods at different times will help you get a feel of what it's like to live there!

## USE TEMPLATES

You will be seeing a large number of properties in a short amount of time. To avoid confusion use templates or develop an organization method to keep the properties fresh in your head. As realtors we can print out info sheets on every property for you to keep so you don't get too lost when trying to remember your favorite ones!

## CONSIDER FURNISHINGS AND DECOR

Furniture and decor is an expensive part of finding a new home. When looking through properties consider what you already have and what you'll need to buy. Most realtors don't include any sort of interior design in their fees but **Carla & Conner on the Coast** offer interior decorating services to all of their clients and can work with what you already have or help you decorate a space from scratch.



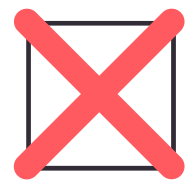
**Conner Ashley | Realtor**  
941.374.1024  
Conner.Ashley@CBRealty.com

**Carla Chavez | Realtor**  
941.374.0389  
Carla.Chavez@CBRealty.com

**CarlaAndConner.com**

# FINDING A HOME

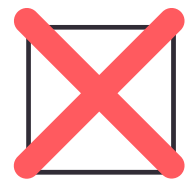
## THE DONT'S



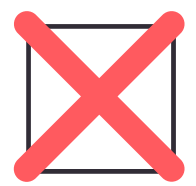
**DO IT ON YOUR OWN**



**LOOK BEFORE PRE-APPROVAL**



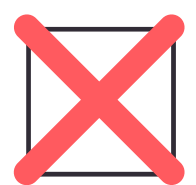
**GET TOO EMOTIONAL**



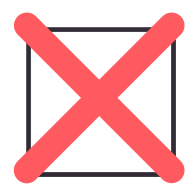
**MAKE LARGE CREDIT PURCHASE**



**FORGET ABOUT CLOSING COSTS**



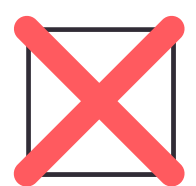
**EXPECT AN EASY PROCESS**



**THINK YOU'LL GET YOUR FIRST CHOICE**



**COUNT OUT FIXER UPPERS**



**FORGET ABOUT UTILITIES**



**DON'T OVER PAY**



# FINDING A HOME THE DON'TS

## DO IT ON YOUR OWN

Don't do a home search on your own! Make sure to have a real estate agent or two but also enlist help and opinions of partners, friends or family! It's always best to have other opinions and input!

## LOOK BEFORE PRE-APPROVAL

Looking at properties before pre-approval will sometimes lead to disappointment, talk with a few mortgage brokers, pick your favorite and get your pre-approval so you know the price point you can afford.

## GET TOO EMOTIONAL

It's important to have an emotional reaction to a property and find a place you love but don't get emotionally attached or else you will have a rough time on your search.

## MAKE LARGE CREDIT PURCHASES

Don't make any large credit purchases before buying. Don't run up the balance on your credit card, buy a car or anything like that. They will do another credit check before closing and any of those items can hurt your approval odds.

## FORGET ABOUT CLOSING COSTS

It's easy to forget about closing costs. The down payment isn't all you will have to pay. There are other closing costs associated with buying a home.

## EXPECT AN EASY PROCESS

This can be a draining process both physically and emotionally. But with the right realtor or team of realtors behind you they will work hard to make it a smooth and enjoyable process. Our goal is to provide a stress-free process that you can enjoy!

## THINK YOU'LL GET YOUR FIRST CHOICE

Understand that you may not get your first choice. There are many factors that can affect you getting a property and often times the first amazing home you find may fall through.

## COUNT OUT FIXER UPPERS

Consider buying a place that isn't perfect... Everyone wants new kitchens, new construction and an updated place. However, by purchasing a home that could use some love allows you to customize it and allows room for some possible sweat equity. Not every home is perfect but sometimes you can create the perfect home for you with a little extra love! Discuss with your realtor if this is something you might consider

## FORGET ABOUT UTILITIES

Love that huge yard? What about the pool!? It's easy to fall in love with things you've never had but don't forget about utilities and maintenance. If you're used to a 1 bed apartment and are moving to a 4 bed house then you want to brace yourself for higher utility bills and maintenance costs.

## DON'T OVER PAY

If you fall in love with a property, consult with your realtor about the pricing. Don't overpay because many other people will but it's not worth the risk! As a realtor our goal is to ensure your making the best financial investment for your specific scenario! We have your fiduciary interests in mind at all times!



**Conner Ashley | Realtor**  
941.374.1024  
Conner.Ashley@CBRealty.com

**Carla Chavez | Realtor**  
941.374.0389  
Carla.Chavez@CBRealty.com

[CarlaAndConner.com](http://CarlaAndConner.com)

# HOME BUYER GUIDE

## WHY CHOOSE CARLA & CONNER?



### Home Search

With a targeted home search we pre-screen every home to save you time.



### Detail Oriented

We ensure your biggest investment is protected by diving deeper for concerns.



### Decorating

With six years of design experience we offer clients free decorating assistance post move-in.



### Negotiations

We want you to get your dream home at the best price EVERY time! Every dollar counts!



### Our Offers

Our offers get noticed by implementing our unique approach.



### Stress-Free

We take our fiduciary responsibility to heart but it doesn't mean we don't have fun!



### Capture

First time home buyers get a professionally edited video of their experience. Just like your own episode of "House Hunters".



### Two for One

You get two agents working for you and your interests. We cover twice as much ground.



### Closing

We walk you through every step of the closing process. After closing we keep in touch with frequent updates.



**COLDWELL BANKER  
REALTY**



### Conner Ashley | Realtor

941.374.1024

Conner.Ashley@CBRealty.com

### Carla Chavez | Realtor

941.374.0389

Carla.Chavez@CBRealty.com

**CarlaAndConner.com**

**C & C** CARLA & CONNER  
ON THE COAST

# STEP BY STEP



**Conner Ashley | Realtor**  
941.374.1024  
Conner.Ashley@CBRealty.com

**Carla Chavez | Realtor**  
941.374.0389  
Carla.Chavez@CBRealty.com

**CarlaAndConner.com**



# ONE STEP CLOSER...

**to your dream home.**



**COLDWELL BANKER  
REALTY**



**CARLA & CONNER  
ON THE COAST**



**Conner Ashley | Realtor**

941.374.1024

Conner.Ashley@CBRealty.com

**Carla Chavez | Realtor**

941.374.0389

Carla.Chavez@CBRealty.com

**CarlaAndConner.com**

# FOLLOW US

**@CARLAANDCONNER**

