

Buyer Advisory Services

PRESENTED BY RUSS LYON SOTHEBY'S INTERNATIONAL REALTY



Russ
Lyon



Sotheby's
INTERNATIONAL REALTY

Our Commitment to You





At Russ Lyon Sotheby's International Realty, our team has an in-depth understanding of the intricacies involved in purchasing a home offering service tailored to your preferences. In our advisory relationships, our objective remains crystal clear: to leverage our extensive resources and decades of experience to provide you with the knowledge and confidence necessary to seamlessly navigate your next home purchase.

Here's our pledge to you:

- We remain dedicated to understanding your individual needs in the pursuit of your next home. We commit to being your guide and confidant throughout the journey.
- We assure completely transparent communication, empowering you to make well-informed decisions.
- We promise to navigate the complexities of the real estate market on your behalf, utilizing our expertise to secure the most favorable terms for your home purchase.
- We pledge to always uphold the highest standards of professionalism and ethics. Your trust is paramount to us. It is, after all, the very foundation of our success.

10 Essential Advantages of Buyer Representation

As your buyer's agent, I have insider expertise and experience to help you successfully and seamlessly navigate your next real estate transaction. Here are 10 advantages of working with a Sotheby's International Realty real estate advisor to purchase your next home:

1

DEEP KNOWLEDGE & ACCESS

My expertise provides you with comprehensive insights into the local market, including pricing trends, desirable neighborhoods, and buyer and seller preferences. This empowers you to make informed decisions and ensures you have priority access to all available listings.

2

NEGOTIATION & CONFIDENTIALITY

As an experienced agent, I have refined my negotiation skills through numerous transactions. I will craft a purchase strategy and evaluate and negotiate the offer on your behalf to help you avoid overpaying and obtaining the best possible terms.

3

VAST NETWORK

I have access to a global network of industry professionals, including inspectors, mortgage brokers, and other real estate advisors, to expedite processes and unearth opportunities, ensuring a seamless experience for you.

7

TRUSTED COUNSEL

Buying a home can be emotionally charged. I serve as a confidential advisor and fiduciary, ensuring that emotions don't cloud judgment or derail a transaction.

8

FUTURE GUIDANCE

Even after a transaction is complete, you can consider me a trusted resource who is always available to offer advice on home improvements, market trends, and more.

4

CONTRACT NAVIGATION

I am well-versed in the complexities surrounding the legal paperwork involved in real estate transactions and can help you navigate disclosures and reports, helping you avoid mistakes.

5

PROBLEM SOLVING

I have a proven track record of overcoming hurdles and am equipped to tackle any obstacles that may arise, ensuring a smooth and successful outcome.

6

TIME SAVING

I handle all the behind-the-scenes work, from property research to paperwork, streamlining the process and saving you valuable time.

9

RISK MITIGATION

Mistakes in real estate can be costly. With my experience, I can help you make the right investment.

10

PROFESSIONAL DEVELOPMENT

The real estate market and its regulations are continually evolving. Both Sotheby's International Realty and I are committed to continuous education and learning, ensuring we provide you with informed and experienced service that stays ahead of the curve.

The Journey of Purchasing a Home

Initial Consultation

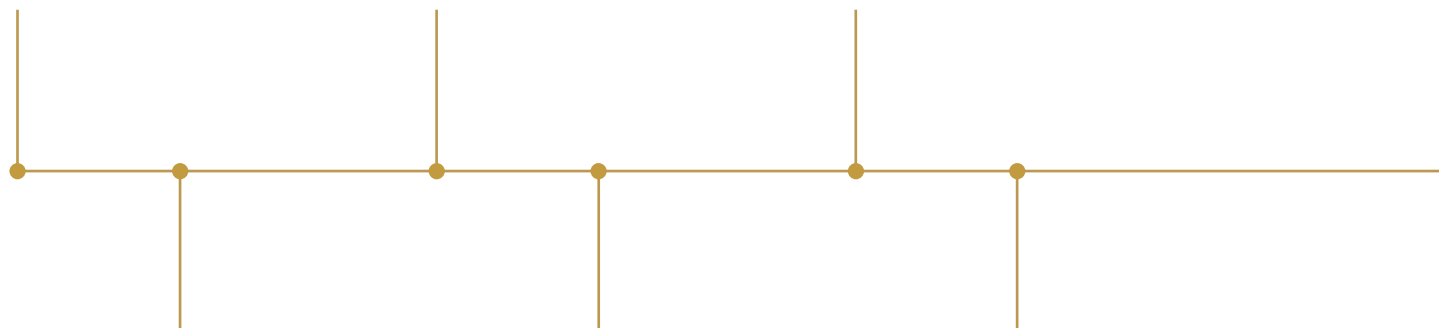
Getting to know you and your goals

Property Search

Finding the perfect fit

Negotiation

Delivering the best price and terms for your purchase



Pre-Approval

Defining budget and price range

Offer Submission

Understanding market conditions

Home Inspection

Examining the condition of the home

Insurance

Obtaining Home
Owner's Insurance

Mortgage Financing

Obtaining lender
commitment

Settlement

Reviewing and executing
final purchase documents

Coordinate an Appraisal

Valuating your
future home

Pre-Settlement Walk-Through

Confirming of condition of
the property prior to closing

New Home Awaits

Welcome home

Our Advisory Fees





Russ Lyon Sotheby's International Realty and I are compensated on a compensation basis. Your Buyer Agency agreement details the advisory fees, which may vary depending on the property you purchase.

SELLER PAID BROKERAGE COMPENSATION

- The seller has offered to pay a compensation to the buyer's broker.
- The seller offers only a portion of of the compensation you have agreed to in the Buyer Agency agreement. This would require you to pay any portion of our compensation not paid by the seller unless you condition your purchase offer on the seller paying all of your compensation obligation to us and the seller accepts such offer.

BUYER PAID BROKERAGE COMPENSATION

- The seller has not offered to pay a compensation to the buyer's broker, or is offering less compensation than the fee agreed upon in your Buyer Agency agreement – you will be responsible for the fees not covered by the seller at closing.

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Nothing compares to
powerful partnerships.



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