

# Buying a House? Beat the Competition

**WANT TO BUY YOUR DREAM HOUSE, BUT WORRIED ABOUT COMPETITION FROM OTHER PROSPECTIVE BUYERS? INCREASE YOUR CHANGE OF SUCCESS WITH THESE PROVEN TIPS.**

## KNOW WHAT YOU'RE LOOKING FOR

Buyers who know exactly what they want in a home can often outdo competitors who don't. It's a rare purchaser who can select the right property solely by looking at a photo on the Internet or a printed flysheet, so it's helpful to set basic priorities before beginning your house hunt.



Real estate experts can usually classify three types of buyers, based on their top housing priority.

- "Location buyers" are driven to live in one particular neighborhood.
- "Turnkey buyers" want a flawless home.
- The third group has a particular floor plan in mind.

Deciding what's most important to you from the start can help you make a decision quickly.

**If you're thinking of making an offer, consider these suggestions:**

## CUT YOUR REACTION TIME

If you're looking in an area where housing demand is strong, your reaction time is crucial. Offers that come in

immediately after a home is listed gain the greatest consideration. Many buyers who have gone home to "sleep on it" often awaken to discover that someone else has claimed the house first.

## INCREASE YOUR "EARNEST MONEY"

The offer on a home is typically accompanied by a deposit, formally known as "earnest money".

In most areas, the size of the deposit is based in a particular percentage of the purchase price. Although there's no requirement that you put down a larger-than-usual deposit, doing so could be wise in a multiple-bid situation.

A large deposit check can be an impressive signal to the seller that you're serious about going through with the deal.



**READY TO MAKE AN OFFER?  
UPDATE YOUR PRE-APPROVAL**

Contact Charley Farley at (603) 471-9300  
or [charley.farley@weloannh.com](mailto:charley.farley@weloannh.com)

(We'll need to know the address and purchase price.)



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