

THE BUYER PROCESS



Phil Rick REAL ESTATE

Hodge & Kittrell

Sotheby's INTERNATIONAL REALTY

*It's
About
You.*

INTRODUCTION

As your dedicated single agent, I bring a globally connected perspective with deep local roots. Having called Chapel Hill home since 1997, I've developed an intimate understanding of the unique essence of this community. From the thrilling UNC-Duke basketball rivalry to the cultural richness of Memorial Hall and the culinary delights of downtown Durham, this area holds a special place in my heart.

To be a genuine local real estate expert means more than just having negotiation and marketing skills; it's about having an authentic love for our community and the people who call it home. This love forms the foundation of everything I do.

I OFFER A STRAIGHTFORWARD APPROACH TO MEET YOUR NEEDS:

- **Finding the Right Home:** As a full-time real estate professional deeply embedded in the local market, I'm dedicated to helping you discover the perfect home that aligns with your unique desires.
- **Minimizing Hassles:** I leverage my wealth of experience to guide you through the complexities of the real estate transaction, providing a seamless and well-informed experience at every step.
- **Securing the Best Value and Terms:** In a constantly evolving real estate market, I'll work closely with you to secure the best possible deal, whether it pertains to price or timing, ensuring your utmost satisfaction.



MY PROACTIVE APPROACH GOES ABOVE AND BEYOND TO UNCOVER EXCEPTIONAL DEALS FOR MY CLIENTS:



- **Local Presence, Global Reach:** With offices strategically located in Chapel Hill, Cary, and Raleigh, we're not just local experts; we're neighborhood connoisseurs. This extensive local footprint, combined with our Sotheby's International Realty affiliation, offers a compelling blend of community knowledge and worldwide exposure.
- **Prospecting:** When you've identified your preferred neighborhood, I actively reach out to potential sellers who haven't listed their properties yet.
- **Expired, Canceled, Withdrawn Listings:** Many homes that didn't sell in the past three years can still present opportunities, as sellers often wish to avoid the hassle of a full listing.
- **Database:** My extensive client and contact database, coupled with active engagement through newsletters and connections with other agents, helps me identify potential sellers looking to streamline the selling process.





NAVIGATING THIS MARKET REQUIRES AN UNDERSTANDING OF THE TWO DISTINCT TYPES OF SELLERS:

TRADITIONAL SALES:

In traditional sales, it's crucial to blend reliability with ingenuity, especially in a dynamic market. Sellers with equity anticipate a smooth 30 to 60-day closing, yet they also appreciate creativity that distinguishes one offer from another. I leverage a strong network of skilled contractors to expedite the due diligence process, providing peace of mind and revealing the home's true potential. This approach ensures that every transaction is not just a change of ownership, but a seamless and strategic step forward for both buyer and seller.

OFF-MARKET TRANSACTIONS, DUAL AGENCY:

When we uncover a home not yet listed, we can represent both buyer and seller with honesty and transparency.

HOW WE WILL NAVIGATE MAKING AN OFFER

DETERMINING THE SALE TYPE

Is it a traditional sale, off-market, or FSBO (For Sale By Owner)?

ASSESSING THE MARKET VALUE

Is the asking price in line with market conditions? What's the level of buyer activity? Are there other offers on the property? What's the competition within the neighborhood? Recent sales in the area? And how long has the property been listed?

UNDERSTANDING SELLER MOTIVATION

What drives the seller's decision? Is it primarily price, or do other terms hold significant importance, such as a quick close? What's their preferred escrow duration? What expectations do they have for due diligence fees and earnest money deposits?

EVALUATING MULTIPLE OFFERS

In competitive scenarios where the property is well-priced and in great condition, multiple offers may arise. The seller might request your 'highest and best' offer – in other words, your most competitive bid, the price you're comfortable with, and would not regret if another buyer outbids you.



YOUR JOURNEY BEGINS WITH PHIL BICK



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