



Dear Client,

Selling your home or refinancing your mortgage is like taking an airplane flight across country. When you start on your trip you have no idea how the trip will go. Neither does the pilot! You could run into 67 different types of turbulence, or you could have a smooth flight and land on time. Certainly the pilot will try to use his or her experience to navigate around the storms and go for the smoothest flight plan, but if they're honest, they can't promise a turbulent-free trip. Their job is to simply get you to your destination in the least time and with the least aggravation, while keeping you informed throughout the trip.

Attached is a somewhat humorous list of 67 different types of turbulence we might run into. This list is not all encompassing, but it catches most of the common issues. While some of the items are "picky" to some, they are very real and fearful to others. Please take a minute to review the list.

As your real estate consultant, I see myself as the pilot of your plane. My job is to assist you in getting your home sold with the best service, in the least time, with the least aggravation. I can't promise you there will be no turbulence, but I can promise you that I'll utilize my experience and expertise to take you on the smoothest flight that I can. And if we do get turbulence, I won't bail out on you. I'll be your teammate throughout the flight until we get safely to your destination.

Rest assured your advocacy is our number one goal, and that means you must be delighted with the product we provide and deliver beyond your expectations during the process. As always, should you have any questions or concerns, please don't hesitate to call me.

Respectfully,

P.S. By Referral Only means, we rely on your recommendations and endorsements to friends and family members who are like you, and who would enjoy receiving the level of service we are providing you.



"You'll do better with Key"

© Key Realty Ltd, All Rights Reserved 2008-2015



“67 Types of Turbulence in a Real Estate Transaction or mortgage Loan”

The Lender:

1. The lender does not properly pre-qualify borrower
2. Lender decides last minute they aren't comfortable with the property
3. Lender wants property repaired or cleaned prior to close
4. Lender raises rates, points, or costs
5. Borrower does not qualify because of a late addition of information
6. Lender requires at last minute, wants a re-appraisal
7. The borrower does not like the fine print in the loan documents
8. The lender does not simultaneously ask for information from the buyer, they ask for it in bits and pieces.
9. Lender pulls a “bait and switch” on the buyer.
10. Don't clear underwriting conditions timely
11. Lender does not communicate with all parties.

The Buyer:

1. Did not give thorough information on loan application
2. Did not give thorough information to their agent
3. Submits incorrect tax returns to lender
4. Is not fully committed to the transaction
5. Source of down payment changes
6. Family members do not like the purchase
7. Is too demanding regarding condition
8. Finds another property that is a better deal
9. Instead of following through with transaction, is always negotiating
10. The buyers bring an attorney into the picture
11. They do not execute paperwork in a timely manner
12. They do not deliver their money in a “check cleared” fashion to the closing agent
13. Job changes, illness, divorce, or other financial setbacks
14. Comes up short on money
15. Does not obtain insurance in a timely manner
16. Incurred new debt



“You'll do better with Key”

© Key Realty Ltd, All Rights Reserved 2008-2015



The Escrow and Title Company:

1. Fails to obtain information form beneficiaries, lien holders, and title companies, insurance companies or lenders in timely manner.
2. Lets principles leave town without getting all necessary signatures
3. Incorrect at interpreting or assuming aspect of the transaction and then passing these items onto related parties such as lenders, buyers and sellers.
4. Loses paperwork
5. Incorrectly prepares paperwork
6. Does not pass on valuable information fast enough
7. Does not coordinate well so that many items can be done simultaneously
8. Does not find liens or problems until the last minute.
9. Poor service
10. Does not bend rules on small problems.

The Seller:

1. Loses motivation (i.e. job transfer does not go through, etc.)
2. Illness, Divorce, etc.
3. Home has hidden defects that are subsequently discovered
4. Unknown defects are discovered
5. Home inspection reveals average amount of small defects that seller is unwilling to repair
6. Removes property from the premises that the buyer believed was included
7. Is unable to clear up problems or liens
8. Last minute solvable liens are discovered
9. Seller did not own 100% of property as previously disclosed
10. Seller thought partners signature were “no problem” but they were
11. Seller leaves town without giving any power of attorney
12. The notary did not make a clear stamp when notarizing the seller’s signature
13. Seller delays the projected move out date
14. Inappropriate contact between buyer and seller



“You’ll do better with Key”

© Key Realty Ltd, All Rights Reserved 2008-2015

The Appraisal:

1. The appraiser misinterprets the market
2. Can't find comparable sales available in the area
3. Appraiser delays (too busy, etc.)
4. Incorrect appraisal
5. Appraisal too low
6. Comparable's found are too low

The other Real Estate Agent:

1. Unskilled performance of one or more agents
2. Lacks control of situation/Client
3. Too Busy
4. Different company standards
5. Leaves town without backup
6. Poor communication to client
7. Slow response
8. Does not understand terms and conditions of contract
9. Does not understand urgency of documentation
10. Inappropriate contract

