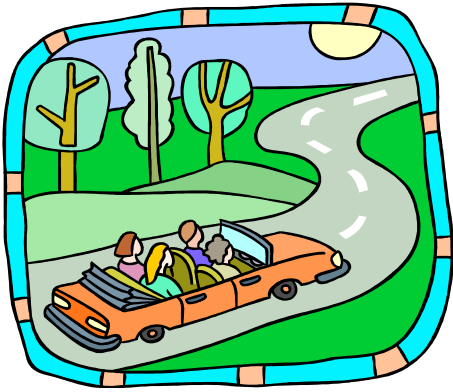


There are Basically Three Types of Buyers Out There

1. The Transferee/ Out of Town Buyer



The Transferee is provided with an abundance of free services from their local real estate professional. They depend on their Realtor® for area information, guided tours and insight into economic growth and community development. These buyers may be relocating with assistance from their company, need a home now, and are usually willing to pay “Top Dollar.”

2. Local Move Up Buyer/ First Time Home Buyer



The local “move-up” buyer and “first time home buyer” are usually moderately motivated. They have had a recent change in circumstance that has encouraged them to look for a home. They often are very “in tune” with the local market and willing to wait for just the right house. These buyers often have a house to sell, or need help with financing which can complicate a timely closing. These buyers also generally prefer to work with a Realtor® and are usually only willing to consider a home they consider priced within a “fair market” price range.

3. The Investment Buyer



The investment buyer is the toughest buyer of all. They are focused solely on price. They often scour the market for bargains. They like to work with homeowners directly, because they can save the commission. They love the “game” of negotiating and are very experienced at manipulating the sale in their favor. They may want to choose the title company or hold escrow with their own attorney which also tips the scales in their favor. They will usually only pay wholesale.