



Buyer Playbook

YOUR COMPLETE GUIDE TO THE PURCHASE PROCESS

A comprehensive breakdown of the home buying journey — centered around preparation, speed, and positioning — designed to ensure you're fully equipped before opportunities even arise. From consultation to closing, this playbook is your roadmap to a successful acquisition.



Buying a home requires strategy, speed, and guidance you can trust. My role is to position you to win, while making the process seamless and informed.

01 Strategy & Consultation

Needs vs. Wants

We define your goals, priorities, and financial comfort zone, prioritizing non-negotiables (location, bedroom count) versus nice-to-haves (specific finishes).

Pre-Approval & Budget

I connect you with trusted lenders to obtain pre-approval, strengthening your buying power and clarifying your budget so you can act quickly.

Neighborhood Matching

Leveraging my local knowledge of Bergen, Passaic, Essex, and Hudson counties to match your lifestyle to the right community.

02 Access & The Search

In a competitive market, the best homes are gone within days. Access and speed win.

Off-Market Access

Through my network and active outreach, I uncover off-market and coming-soon listings before they hit Zillow or the MLS.

Custom Search Setup

I configure automated alerts so you are notified instantly when matching homes hit the market, ensuring you are first through the door.

Property Tours

We schedule private showings, where I provide an honest assessment of each property's condition, potential, and red flags.

03 Understanding Value & Offers

The Data Advantage

I provide data on recent sales, pending contracts, and active competition. We don't guess at value; we calculate it based on facts.

Offer Strategy

We craft a competitive offer package that highlights your strengths as a buyer, going beyond just price to terms that appeal to sellers.

Multiple Offers

I position your offer to stand out in competitive situations, ensuring you feel confident, not pressured, at every step.

04 Negotiation & Due Diligence

Attorney Review

Attorneys for both parties review the contract and approve the terms. I work closely with your attorney to ensure the contract protects your interests.

Inspection Coordination

I recommend qualified inspectors and coordinate appointments. We review reports together, negotiating necessary repairs or credits to protect your investment.

Appraisal Navigation

Once the lender orders the appraisal, I manage the process proactively, presenting the right data to handle potential appraisal gaps and keep the deal on track.

Mortgage Commitment

I coordinate with your lender to ensure financing stays on schedule, minimizing delays that could jeopardize your closing timeline.

05 Closing & Beyond

Final Walkthrough

We verify the property condition one last time before signing to ensure all repairs were made and the home is broom-clean and vacant.

Closing Day

You sign all lender and title documents, bring remaining cash to closing, the deed is recorded, and keys are handed over!

Post-Closing Support

Even after you have the keys, I remain a resource for contractor recommendations, market updates, and future real estate needs.

06 The Buyer Advantage

Market Expertise

With a keen understanding of both the big picture and the very latest local listing and sales data, I ensure you never overpay.

Experience & Guidance

Paving the way for your purchase, I will capably remove many potential challenges before they appear.

Communication

Your needs always come first. We'll establish a communication plan that fits you best, keeping you informed from search to closing.

Buyer Advocacy

I represent your interests alone. From crafting the strongest offer to negotiating repairs, I focus on getting the terms and price that benefit you most.

"My goal is simple: when the right home comes along, you're ready to move decisively and secure the property that best fits your needs."

— BLAKE FEAGLES