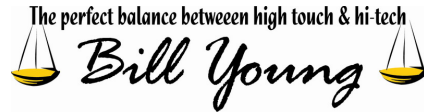


Preferred Buyer Program



Why do I offer a Preferred Buyer Program?

I currently have 118 prospects who are looking for just the right home in Big Bear Valley... some are waiting for the prices to fall even more, some haven't arranged financing yet, some are waiting till "the economy picks up", etc. I can't offer in-depth support to all of them, but I can offer exceptional support for those buyers who are serious about buying a Big Bear home when we find the right property, and not just "testing the market". To these buyers, I offer extraordinary pre-sales buyer support.

a. Program requirements

- i. Serious buyers only (ready, willing, and able)
- ii. Must be ready to sign a purchase agreement within moments of finding the right home.
- iii. Must be pre-approved by their lender
 1. I can help you with 2 very good lenders here in Big Bear valley.
- iv. Must provide complete contact info
 1. Cell phone, home phone, work phone, email addresses, fax, etc.

b. Personal Shopper Program...I will personally:

- i. Go out and pre-view each listing that I send to you, and
- ii. Go out and review each listing that you independently discover here in Big Bear valley.
- iii. Send details as soon as an MLS listing matches your search terms
 1. searching the Big Bear MLS, and
 2. SoCalMLS for Big Bear listings from non-Big Bear realtors.
- iv. Look for FSBOs in Big Bear that meet your requirements
 1. remember: the seller pays my commission, you don't.
- v. Visually inspect the condition of the house and grounds
- vi. Verify that the home is "winter compatible"
- vii. Verify that the listing data seems correct
 1. # of bed/baths, view, useable lot
- viii. Provide additional pictures of the property if you request them

c. Do background research on the home:

- i. Pricing history
- ii. Study current comps
- iii. Uncover any past offers or escrows on the property
- iv. Uncover utility costs history

d. Send Specialized monthly reports:

- i. Properties with >180 Days on Market
- ii. REO, Bank Owned, Foreclosure properties
- iii. Handyman's special properties

Take it from a "not savvy" agent...



The internet is changing the way homes are bought and sold!