



*Let's Get You a
Fantastic Home!*

By Sheila Cox

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My Reputation

So You Know Who's Working for You



Broker:
Orchard
3300 N Interstate 35
Suite 700
Austin TX 78705

Sheila Cox

- 20+ years in the area
- Licensed real estate agent since 2009
- Over \$34MM sold
- Five Star Award every year since 2010
- Top-Producer
- B.B.A. degree with marketing specialty

See My Online Reviews

https://www.har.com/SheilaCox/ratings_595507



The Home Buying Process

So We're On the Same Page



Five Phases

- 1 Preliminary Phase
- 2 Home Search Phase
- 3 Contract Negotiations Phase
- 4 Inspection Phase
- 5 Title & Loan Phase

Preliminary Phase

- Make the decision: Ready for home ownership
- Get finances in order
- Interview lenders
- Obtain a Preapproval Letter from lender
- Identify and research potential real estate agents
- Consultation appointment with agent
- Review homes in Premium Customized Search
- Set up appointment for first home tour



Home Search Phase

- You mark homes to see as Favorites
- I double-check homes based on your criteria (filter undesirables)
- We tour homes that have potential
- I learn your preferences
- You learn about neighborhoods & the area
- You learn more details about the buying process
- Find the RIGHT home!

Contract Negotiation Phase

- In-depth price analysis (CMA)
- Research essentials
- Discuss negotiable items
- Create contract package
- Submit offer
- Negotiate terms



How many negotiable items do we need to consider when making an offer?

Approximately 20!

Inspection Phase

- Perform all due diligence needed
- Inspections for house, termites, HVAC, pool equipment, etc.
- Floorplan & video (optional)
- Obtain repair estimates (optional)
- Negotiate repairs or get out of contract without losing Earnest Money



Loan & Title Phase

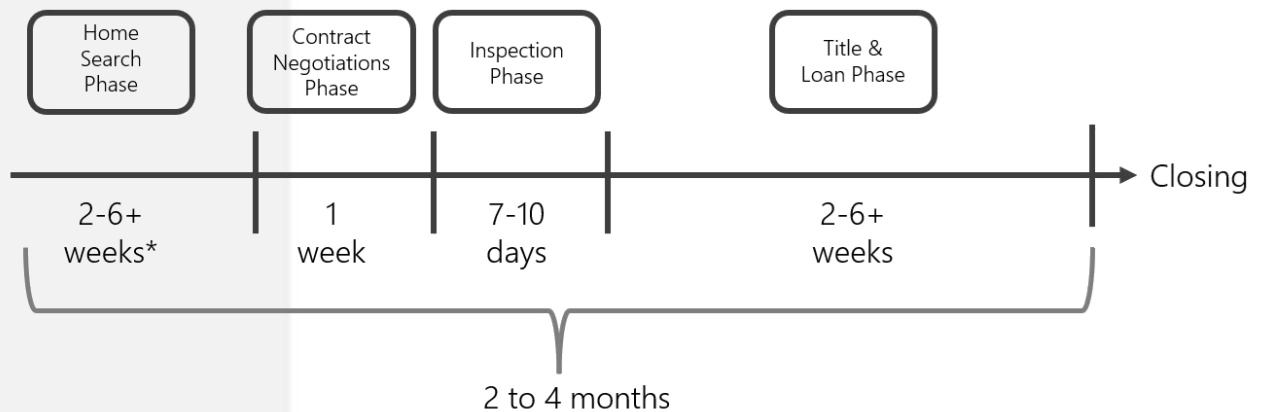
- Timely title commitment & survey
- Deal with appraisal issues (if any)
- HOA transfer docs & compliance
- Home & flood insurance
- "Planning the Move"
- Remodeling estimates/vendors
- "Info About Home" from the Seller
- Home warranty

Closing

- Set up Closing (in-person or remote with POA)
- Arrange walk-throughs
- Review preliminary CD
- Discuss availability of funds
- Attend Closing to answer questions
- Help with tax exemption application
- Monthly home maintenance reminders



Time Line



When you hire a Realtor, we commit to work for you for the next 2-4 months.

Buying a home is not a one-day or one-week process.

Time for Touring Homes

Home Search Phase
10. Set appointment time, date, and place and put on calendar.
11. Create list of homes client wants to see.
12. Double-check homes for flooding, flood zone, roof age, or other issues.
13. Print out agent MLS sheets for each house and review appointment info and agent notes.
14. Map out the list of homes and figure out a schedule.
15. Make appointments to show homes. Write notes on MLS sheets. Staple in order to map on front. This is the tour plan.
16. Print out map, house MLS sheets, and legal docs for clients.
17. Create home tour folder for clients.
18. Send confirmation email with preliminary info (videos) they should know including legal disclosures.
19. Meet at the office for first appointment. Go over tour and other legal information. Ensure legal compliance.
20. Tour homes, learn client preferences, and look for important issues/defects of each home.
21. After tour provide feedback to listing agents on homes toured and follow up as necessary with clients.
22. Send copies of legal docs to client.
23. Set client up on Buyer Client drip campaign to receive important info automatically.
24. Send "Ultimate Home Buyer's Guide" to client.
25. Repeat steps 10-21 until client finds a home to purchase.

I spend approximately 1 to 1.5 hours per home that I show you. Every time we go on a home tour, that represents nine line items that are repeated on my *101 Agent Checklist*.

101+ AGENT CHECKLIST



A LOT of my activity goes on behind the scenes because my goal is to make the process as simple and "hassle free" as possible.

Upfront Costs for Buying a Home

- Earnest money
- Option fee
- Inspections
- HOA transfer fees
- Lender application fee
- Appraisal fee



Financial & Legal Risks When Buying a Home

- Losing earnest money + inspection expenses
- Getting sued for breach of contract
- Costs for repairing a "money pit"
- Upside-down on loan due to repairs, depreciation, or over-improvement
- Serious damage or loss of home due to a natural disaster, fire, or serious home defect (such as toxic mold)

PROTECT



Don't Worry!
I'm here to help
protect you and to
look out for YOUR
interests to the best
of my ability!

Do you know?...	No	Yes
How to write/negotiate a contract to protect yourself throughout the home buying process?		
How to analyze pricing and market data correctly so you don't pay too much?		
How to get out of your contract without losing your earnest money?		
What to do if the title company finds liens on the property?		
How to protect yourself if the lender's appraised value is lower than the sales price?		
How to understand an inspection report--what's important and what's typical in this area?		
What to do if there are unpaid HOA dues associated with the property?		
How to avoid expensive repair issues like foundation repairs, deferred maintenance, water penetration, drainage problems, etc.?		
How to protect yourself from inheriting issues that are non-compliant with CCRs?		
What disclosures are legally required by the Seller and what to do if they are not provided by the deadlines?		
All your legal deadlines in the home buying process and the consequences of not meeting your deadlines?		

Agency & Representation

So You Know Who Represents Whom



What is an Agent?

An agent, in legal terminology, is a person who has been legally empowered to act on behalf of another person or an entity. An agent may be engaged to represent a client in negotiations and other dealings with third parties.

Agents Have a Fiduciary Duty

"A fiduciary duty is a legal obligation wherein one party is legally required to act in the best interests of another. The obligated party is known as the fiduciary and is entrusted with the care of the other party's finances, property, or other valuables."

Obedience
Loyalty
Full Disclosure
Confidentiality
Record Keeping
Competency

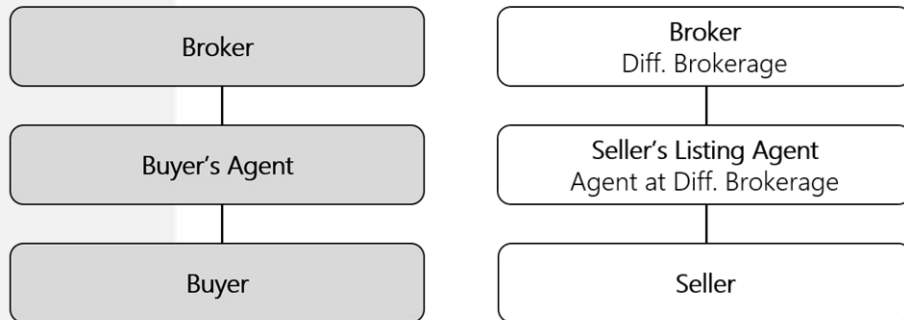
Buyer's Agent Duties

- Point out potential defects of a home
- Point out potential hazards in a neighborhood
- Point out issues that may effect long-term value
- Provide price data even if it supports a LOWER price
- Help interpret information & data that may reflect negatively on a home
- Volunteer all observations & opinions to help with the Buyer's decision making
- Create contract & addendums that protect the buyer's interests

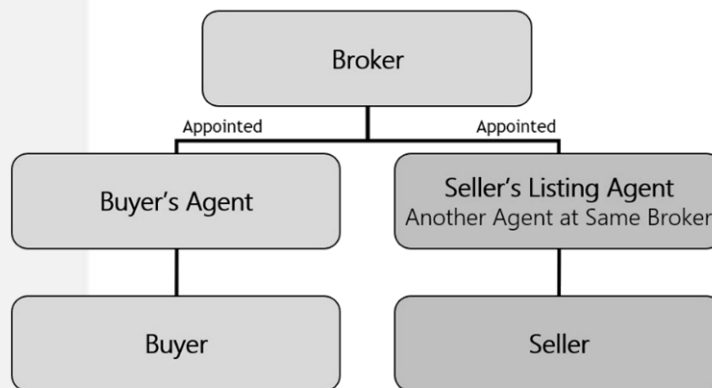
Listing Agents and Builder's Sales Reps cannot do any of this for a Buyer, because their fiduciary duty is to the Seller

Types of Agency in Real Estate

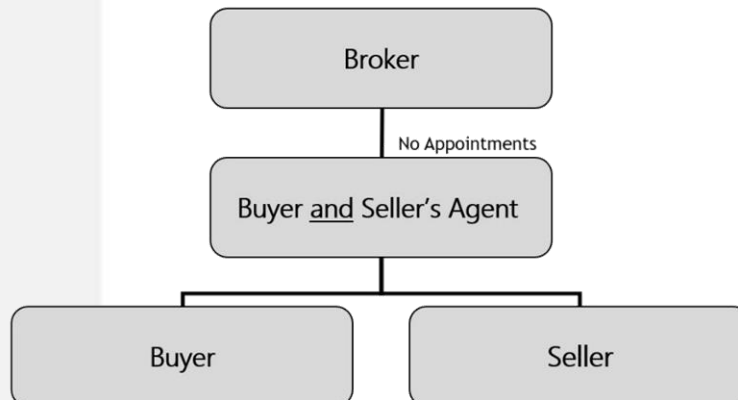
Typical Agency



Intermediary Agency With Appointments



Intermediary Agency Without Appointments



May be referred to as “dual agency” in some states

My Value-Added Services

How I Add Value To Your Home Buying Process



- 1 Premium, customized home search
- 2 Expert counseling on important real estate topics
- 3 Preliminary home investigation BEFORE you tour a house
- 4 In-depth home tours, looking for defects
- 5 Hyperlocal knowledge and expertise
- 6 Customized *Checklist for Home Buyers* (with your deadlines)
- 7 Detailed pricing data and analysis
- 8 Expert contract creation and negotiations
- 9 Assistance with the inspection/repair process
- 10 Project management of the legal deadlines and requirements
- 11 Assistance in the title commitment/insurance process
- 12 Assistance with home surveys

Your real estate agent helps you through all the hurdles & issues that inevitably pop-up during a real estate transaction

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- 13 Assistance with lender appraisals
- 14 Assistance with Home Owner Associations - compliance, documents, fees, deed restrictions, etc.
- 15 Help with home owner's insurance
- 16 Help with home warranty
- 17 Information regarding the utilities including MUDs
- 18 *Planning the Move* checklist
- 19 *Info About New Home* with an extra set of information about your new home
- 20 Assistance scheduling the final walkthrough & Closing
- 21 *Moving Survival Kit*
- 22 Help with applying for property tax exemptions



*Whew! That's way more than
"just" showing houses!*

*A signed Buyer's Representation
Agreement is required to
authorize me as your agent*

Buyer's Agent Compensation

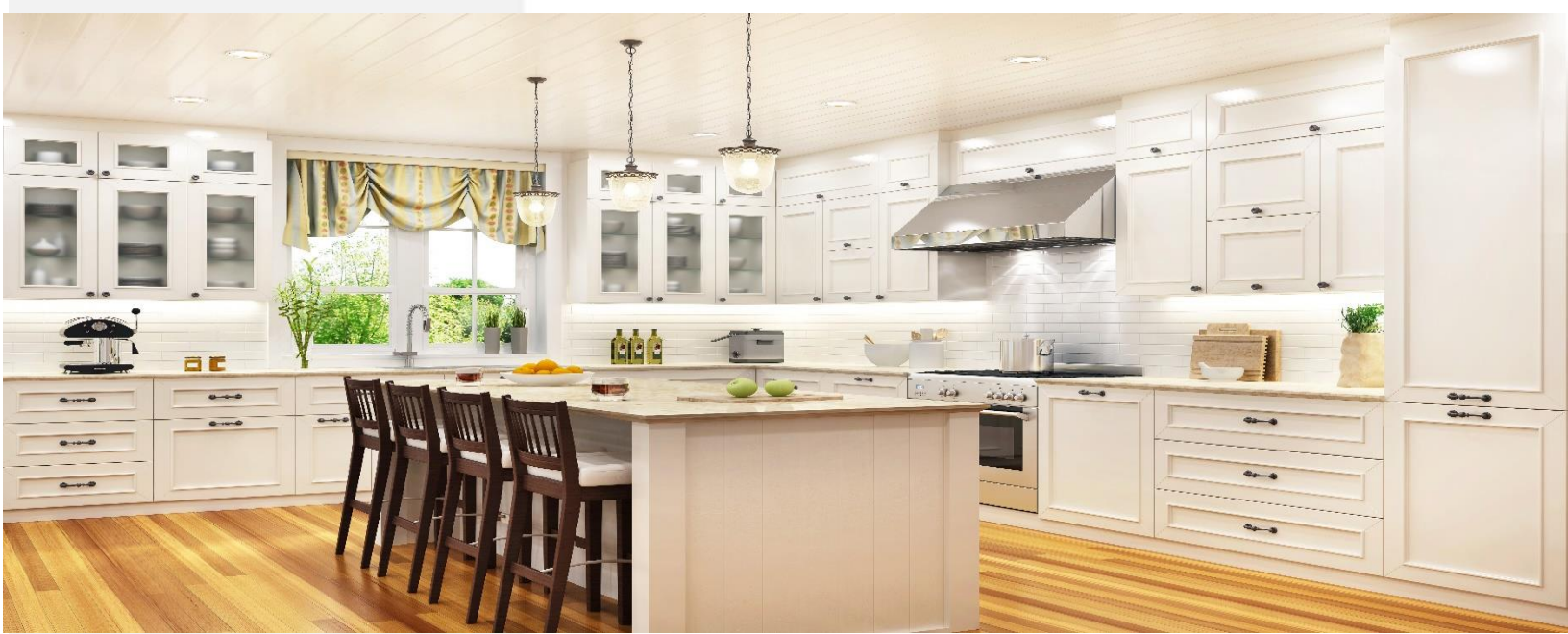
Did You Know?

Agents Are Not Employees

- Most agents are not employees at the brokerage where they work
- No salary or hourly wages from brokerage
- Most real estate agents are self-employed 1099 contractors
- "Straight Commission" compensation
- Commission structure varies per agent and per broker

Non-Reimbursable Expenses Paid by Me

- | | |
|---|---|
| 1. Home Search Service (MLS membership) | 9. Website & advertising |
| 2. Automated Appointment Service | 10. Broker fees (monthly) and franchise royalties |
| 3. Electronic Key Box Access | 11. License and membership fees |
| 4. Gas, drinks, meals | 12. Continuing education |
| 5. Paper, ink, office supplies | 13. Gifts |
| 6. Cell phone | 14. Taxes |
| 7. Email service | 15. Healthcare |
| 8. Errors & Omissions insurance | |



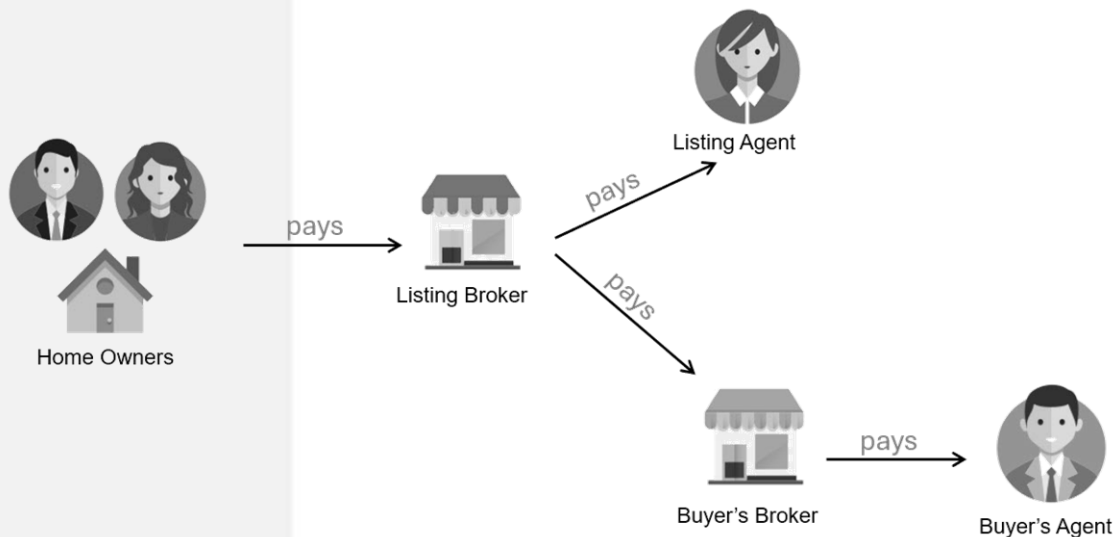
How Are Buyer's Agents Paid?

Three Different Ways

- 1 Cooperative Compensation
- 2 Seller Concession (SC)
- 3 Closing cost fee

Real estate sales commissions & fees are negotiable

① Cooperative Compensation



② Seller Concession

Purchase Contract	
Sales Price	\$400,000
Seller Concession	\$12,000
<hr/>	
Net to Seller	\$388,000

③ Buyer Fee/Closing Cost

Closing Disclosure	
Sales Price	\$400,000
Loan Amount	\$320,000
Down Payment	\$80,000
Prepays & Closing Costs	TBD
Buyer Agent Fee	\$12,000
<hr/>	
Funds Required From Buyer	\$92,000+TBD



Consider This...

Attorneys usually get paid in advance, and bill by the hour, whether you win the lawsuit or not.

Surgeons and doctors get paid, whether they heal you or not.

Buyer's Agents only get paid when you achieve your goal and get a house!

Sample Scenario A

Sales Price	\$400,000
If Buyer's Broker/Agent Fee* (3%)	\$12,000
If Cooperative Compensation (3%)	\$12,000

Then the Buyer's Agent Fee is paid in full through Cooperative Compensation.

*Sales Commissions are always negotiable

Sample Scenario B

Sales Price	\$400,000
If Buyer's Broker/Agent Fee* (3%)	\$12,000
If Cooperative Compensation (2.5%)	\$10,000
This leaves a balance...	\$2,000

Then we try to negotiate \$2000 SC

- If yes SC, then Buyer owes Buyer's Agent \$0
- If no SC, the Buyer owes Buyer's Agent **\$2,000

***This fee will be paid at Closing*

Sample Scenario C

Sales Price	\$400,000
If Buyer's Broker/Agent Fee* (3%)	\$12,000
If Cooperative Compensation (0%)	\$0
This leaves a balance...	\$12,000

Then we try to negotiate \$12,000 SC

- If yes SC of \$12,000, then Buyer owes BA \$0
- If yes SC of \$10,000, Buyer owes BA \$2,000
- If no SC, the Buyer owes Buyer's Agent **\$12,000

***This fee will be paid at Closing*

Why Most Buyers Hire a Buyer's Agent

Buying real estate is complicated and has significant financial and legal risks. That's why all states require that a person must take specialized education, pass an exam, get licensed, attend continuing education on a regular basis, and work under the supervision of a broker, in order to help consumers buy houses.

If it were as easy as it looks, you wouldn't need a license to sell real estate!

Plus, most Buyers understand that their best chance at getting the help they need throughout the entire 2-4 month process, requires a dedicated Buyer's Agent with a Fiduciary Duty to look out for the Buyer's best interests.

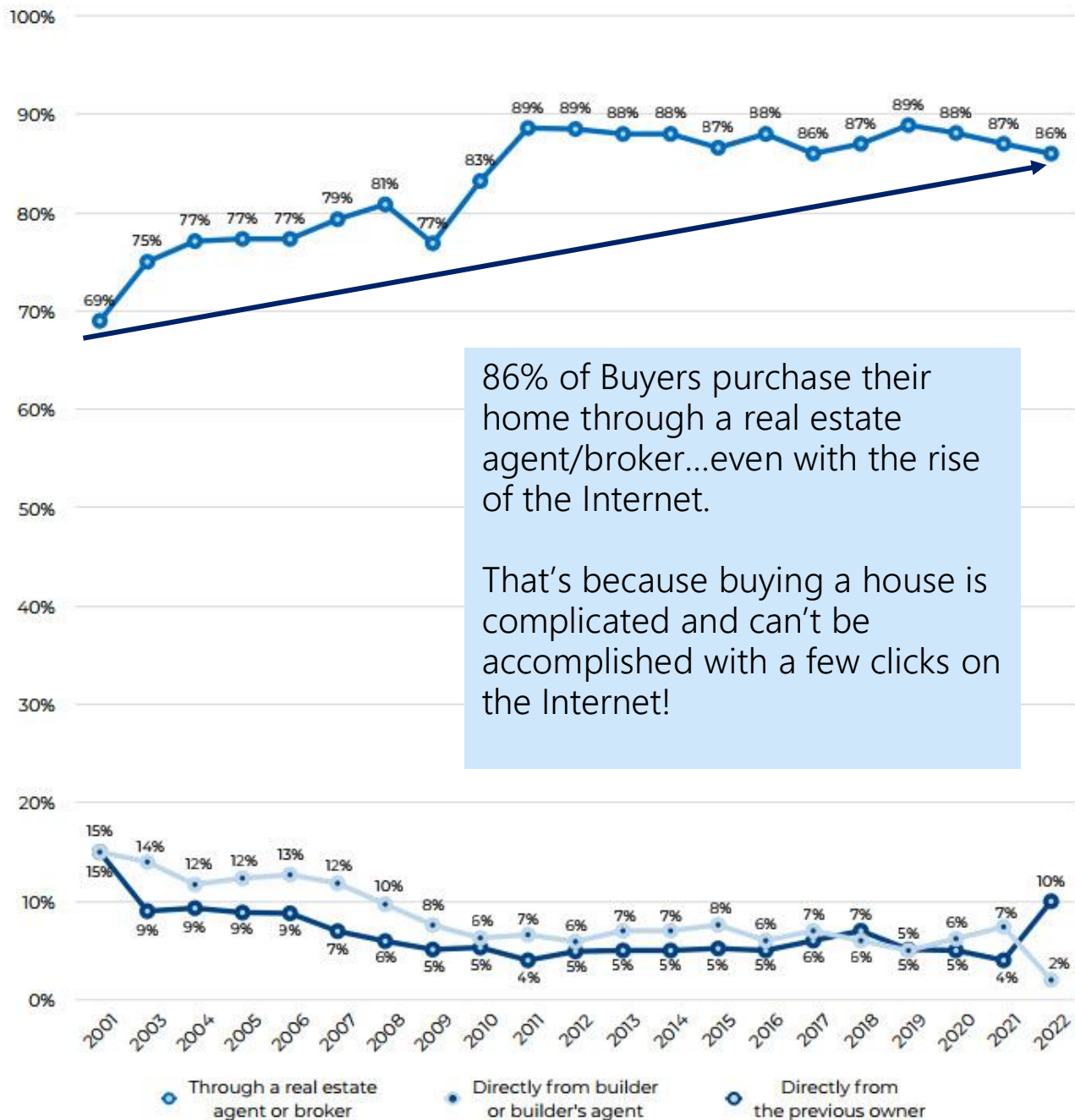
Help with...	Buyer's Agent	No Agent "Unrepresented"
Right House	😊	
Right Neighborhood	😊	
Right Price	😊	
Least Amount of Hassle	😊	
Least Amount of Financial/Legal Risk	😊	

Let's Get Started!

Method of Home Purchase

Chapter 4: Home Buying and Real Estate Professionals

Exhibit 4-1 Method of Home Purchase, 2001-2022
(Percentage Distribution)



Source: National Association of Realtors' Profile of Home Buyers and Sellers



Overall Client Experience Rating

4.99



Competency



Market Knowledge



Communication



My Experience



Competency

Explained the process clearly, ensured paperwork was correct, used technology efficiently, negotiated effectively, exhibited attention to detail, represented and protected my interests

Market Knowledge

Exhibited knowledge of the real estate market, the neighborhood and community

Communication

Updated me regularly, responded in a timely manner, communicated with me in the way I wanted

My Experience

Understood my needs, gave me personal attention, made me feel valued as a client, was on time and prompt. I would recommend this REALTOR® to a friend or colleague.

**2024
FIVE STAR
REAL ESTATE AGENT**

Sheila Cox

2011-2012-2013-2014
2015-2016-2017-2018-2019
2020-2021-2022-2023-2024



Sheila Cox

Wins 2024 Five Star
Real Estate Agent Award!

14 YEAR WINNER



Rocky Creek Court

Surveyed 8 months ago

Represented the Buyer

5/5



Competency



5/5

Knowledge



5/5

Communication



5/5

Experience



5/5

"Sheila has a vast knowledge of the local real estate market and shared it with us in many useful forms throughout the entire home-buying process. Due to her knowledge and many years of experience, Sheila has superb judgment that was incredibly valuable. Her wealth of videos, guides, and tools helped us learn about the area and the home-buying process. When we had questions about homes or the process, Sheila was incredibly responsive. She was available on short notice to show us homes, and she clearly understood the current state of the market. We are so grateful for Sheila and 100 recommend her to anyone looking for a top agent in the area."



Sheila Cox

I loved working for y'all! Thank you for your kindness in taking the time to write a review when I know you are super-busy unpacking and getting settled. I hope you love raising your family here as much as I did.



Silver Thistle LN

Surveyed on Apr 23, 2024

Represented the Buyer

5/5



Competency	<div></div>	5/5
Knowledge	<div></div>	5/5
Communication	<div></div>	5/5
Experience	<div></div>	5/5

"From the heart of Fulshear and Katy, Texas, Sheila Cox stands out as a beacon of excellence in real estate. As out-of-town buyers, our experience with Sheila was nothing short of spectacular. The entire purchase process was conducted virtually, yet it felt as if we were right there, thanks to Sheila's detailed video tours and insightful commentaries. Her in-depth analysis and thoughtful consideration made us feel confident and well-informed every step of the way. Sheila's expertise shone brightly as she skillfully navigated us away from properties with flood risks and directed us towards neighborhoods with top-notch schools. Her advice covered every aspect of the property, from potential future resale issues to specific concerns like foundation, roofing, and power lines. She knew exactly when to seek professional evaluations, seek property tax reductions, and provided invaluable contacts for flooring and inspections. The welcome gift we received from Sheila was a delightful surprise that added a personal touch to our experience. It's our third time purchasing a residence, and we can say, without a doubt, that Sheila is the best agent we've ever had the pleasure of working with. She exceeded our expectations in every regard. Any buyer lucky enough to have Sheila as their representative will be astounded by her exceptional level of service and her profound knowledge of the area, including the market, schools, locations, and contacts. She truly deserves more than the typical agent commission. Her presence at the home inspection, her assistance with flooring estimates, and her advice on bank wire issues are just a few examples of her dedication. Sheila Cox is not just an agent; she's a trusted advisor, a guardian of our investment, and a true ally in our journey of home buying. Thank you, Sheila, for making our real estate experience seamless and successful. -Yang Family"



Lakeway Trail Lane

Represented the Buyer

5/5



Competency	<div></div>	5/5
Knowledge	<div></div>	5/5
Communication	<div></div>	5/5
Experience	<div></div>	5/5

"Sheila is invaluable. Her knowledge, expertise, insight, flexibility, and willingness to work with me to make sure we bought the home best suited for our needs. I bought a home remotely, and she was willing to facilitate that and make sure I was comfortable and knowledgeable about buying the home and about the area overall. She understood what I was looking for and was also able to speak to the local trends and market conditions. I cannot recommend Sheila enough. She is the reason I was able to purchase an excellent home in a perfect area in a very challenging seller's market."



Jarvis Bay Pass

Represented the Buyer

5/5

Competency	<div></div>	5/5
Knowledge	<div></div>	5/5
Communication	<div></div>	5/5
Experience	<div></div>	5/5



"We were amazed by Sheila. First she made us feel so comfortable looking for a house out of state. Gave us the in's and out's of buying a home in Texas. She's on top of everything and doesn't skip a beep. Knowledge of Texas was spectacular and if she can't answer a question then you better believe that she'll investigate and give you an answer. She's not afraid to tell you the truth and lays everything out. The one thing I loved was her video's she taped on houses we were interested in. She looks at every nook and cranny's of a house, bad or good. In our books she's a super star and Texas should be proud of her. Shelia you are amazing. Thank you for every minute you gave us to make us feel welcome in Texas!!"



Asher Falls Lane

Represented the Buyer

5/5

Competency	<div></div>	5/5
Knowledge	<div></div>	5/5
Communication	<div></div>	5/5
Experience	<div></div>	5/5



"Sheila's quality of service is truly exemplary. To start with, her knowledge of the market and of the real estate purchase process is second-to-none. What's special is that she was able to explain everything in such a clear and concise way that gave us so much confidence. The high quality of Sheila's video tours of the houses is truly amazing. We just could not match the level of attention to detail even if we visited the house in-person. Being out-of-state buyers this meant that we had full confidence. Sheila's responsiveness, efficiency and just looking out for our interests as buyers is incredible. The examples are too many to list here. But issues from large to small, often times she will be addressing those and consulting with us before we'd even thought of these issues ourselves. We are truly fortunate to have worked with such an amazing realtor on purchasing our house. Thank you Sheila!"