



BEYOND THE SEARCH

*The 25-Point Strategic
Buyer Roadmap
to Your New Home*

Lee Friedman | REALTOR®
Strategic Advocacy Rooted in Precision



PHASE 1: ALIGNMENT

Positioning & Financial Preparation

- **The Strategy Session:** We conduct a dedicated audit of your objectives to calibrate our search baseline.
- **Financial Calibration:** I coordinate with lenders to establish your "Certainty of Close" status.
- **Neighborhood Velocity Analysis:** I evaluate how fast properties are moving in your target micro-market to calibrate expectations.
- **Search Parameter Configuration:** We define your "Non-Negotiables" vs. "Value Add" opportunities to establish a clear acquisition path.
- **Off-Market Discovery:** I leverage local networks to identify opportunities before they hit the open market.
- **Fiduciary Commitment:** We establish a partnership anchored by unwavering loyalty and legal protection from search to settlement.

PHASE 2: INTELLIGENCE

Risk Mitigation & Asset Vetting

- **Property Forensic Review:** I review historical sales data and permit history for target properties.
- **Preliminary Disclosure Audit:** I analyze seller disclosures for potential "red flags" before the tour.
- **Clinical Tours:** We shift from emotional viewing to a systematic inspection of the asset's condition and "Unseen Value."
- **Active Inventory Intelligence:** I perform a tactical analysis of direct competition and how to out-position other buyers in real-time.
- **Asset Benchmarking:** I compare subject properties against active inventory to identify true value gaps.

PHASE 3: EXECUTION

Clinical Marketing & Negotiation

- **The Strategic Valuation (CMA):** I execute a deep-dive data audit of neighborhood performance to establish a precise offer ceiling.
- **Surgical Negotiation:** I leverage specific terms and preparation to win for you in competitive, high-velocity scenarios.
- **Contingency Fortification:** I draft terms that protect your interests and your Earnest Money Deposit (EMD).
- **Contractual Lever Analysis:** I use inspections, financing, and appraisals as tools for negotiation, not just formalities.
- **The Seller Narrative:** I develop a surgical presentation of your offer to the listing agent to maximize acceptance.
- **Legal-Grade Scrutiny:** I apply meticulous review to every contract, disclosure, and addendum to protect your interests.

PHASE 4: SETTLEMENT

Fiduciary Oversight

- **The Critical Path Management:** I establish a documented timeline of milestones to ensure contractual compliance.
- **Contingency Milestone Tracking:** I ensure every inspection, appraisal, and financing deadline is met to prevent default.
- **Surgical Inspection Response:** We navigate the complex negotiation of repair credits versus physical fixes based on my fact-based "Case File."
- **Title & Lien Search Oversight:** I maintain oversight to ensure the asset is transferred with zero legal encumbrances.
- **The Settlement Audit:** I scrutinize your final Closing Disclosure to ensure every credit and fee aligns with our negotiated terms.
- **Secure Asset Transition:** We coordinate the orderly transfer of keys and critical documentation for a calm conclusion to your journey.
- **Post-Closing Advocacy:** I maintain our strategic partnership as your primary lifetime resource for market intelligence.

THE CLEAR AND CALM ADVANTAGE

- A successful transaction is not the result of market luck; it is the product of surgical preparation and a commitment to fiduciary excellence.
- My objective is to replace the typical pressure of real estate with a documented, systematic path to success. Whether you are ready to list today or are simply beginning the alignment process, I am here to provide the advocacy your equity deserves.

Schedule Your Strategic Consultation

LeeFriedman.NorthropRealty.com



Lee Friedman | REALTOR®
Strategic Advisor

Cell: 301.787.8954
Office: 410.321.5321



If your property is currently listed with a brokerage, please disregard this notice.
It is not our intention to solicit the offerings of other brokers.