LEE FRIEDMAN
OF NORTHROP REALTY

A STRATEGIC ROADMAP TO YOUR NEW HOME

Transactional Clarity from Search to Settlement



STRATEGY OVER HYPE • PREPARATION OVER PRESSURE • CALM AND CLEAR



Lee Friedman | REALTOR®

Northrop REALTY | Forbes GLOBAL PROPERTIES | LONG & FOSTER REAL ESTATE

THE FOUNDATION OF YOUR JOURNEY

The modern real estate market is often **emotionally charged** and **unnecessarily complex.** My approach is designed to replace that pressure with a structured, data-driven **Strategy.**

- **Clarity as a Priority:** We eliminate the "noise" of the market to focus on your specific transactional goals.
- **Preparation as a Shield:** By auditing your needs and finances early, we protect your interests before the first offer is ever drafted.
- **Strategy as an Advantage:** We move with surgical precision, ensuring every decision is backed by intelligence, not just impulse.

MY MISSION:
A STRATEGIC COMMITMENT

My mission is to utilize my expertise and real estate excellence to ensure an **exceptional experience** for my clients. By infusing a **delightful twist** into every interaction, I blend fun, innovation, and professionalism, creating an **engaging and truly unforgettable journey** that goes above and beyond to deliver my client's desired results.

STRATEGIC STANDARDS & CORE VALUES

INTEGRITY Fiduciary duty and total transparency.	**PROFESSIONALISM** A legal-grade approach to every contract.	**COMMUNICATION** Constant clarity through every phase.
CLIENT FOCUS Your goals anchor our shared strategy.	**LEARNING** Innovation and market intelligence.	**FAMILY** Protecting your future lifestyle.

THE STRATEGIC ADVANTAGE

FORMER ATTORNEY

Applying legal-grade scrutiny to every contract, disclosure, and negotiation.

EXPERT STRATEGIST

Leveraging terms and preparation to win in competitive scenarios, not just price.

MARKET INTELLIGENCE

Advanced data analysis of neighborhood trends and "Market Velocity."

100% FIDUCIARY COMMITMENT

Unwavering loyalty and legal protection of your interests from search to settlement.



THE PATH TO TRANSACTIONAL CLARITY



ALIGNMENT

- Strategy Session
- Financial Audit
- Search Parameters

INTELLIGENCE

- Targeted Search
- Market Velocity Analysis
- Property Vetting

EXECUTION

- Contract Drafting
- Surgical Negotiation
- Contingency Management

SETTLEMENT

- Final Due Diligence
- Fiduciary Oversight
- Closing

THE FIDUCIARY PARTNERSHIP

PROFESSIONAL REPRESENTATION

- **Customer vs. Client:**
  Explaining the shift to full representation under the law.
- **Fiduciary Duties:**
  A commitment to **Confidentiality, Loyalty,** and **Disclosure.**
- **Dual/Designated Agency**:
  How we navigate transactions when Northrop Realty represents both parties.

STRATEGIC COMPENSATION

- **Professional Fee:**
  My fee for the execution of this comprehensive strategy is **2.5%**.
- **Market Transparency:**
  We will evaluate seller-offered compensation for every property you consider.
- **Financial Clarity:**
  Ensuring you have a total understanding of costs before moving to the Execution phase.

THE SURGICAL OFFER

THE TERMS

Drafting terms that protect your interests and your **Earnest Money Deposit (EMD).**

THE LEVERS

Using **Contingencies** (Inspections/Financing /Appraisal) as tools for negotiation, not just formalities.

THE PROTECTION

Utilizing **Market Intelligence** to ensure your offer is positioned to win in high-velocity scenarios.

MARKET INTELLIGENCE

THE INTELLIGENCE AUDIT

- **Strategic Valuation Analysis (CMA):** A deep-dive data audit of neighborhood performance to establish a precise offer ceiling.
- **Asset Benchmarking** Comparing the subject property against historical data and active inventory to identify value gaps.
- **Property Vetting & Analysis** Synthesizing property history, disclosures, and market data to build a comprehensive "case file" before an offer is drafted.



Fiduciary Oversight & Settlement

THE COMPLIANCE

Contingency Management: Managing deadlines and the review of HOA documents to ensure interests remain protected.

THE NUMBERS

Settlement Audit: Scrutinizing the final Closing Disclosure to ensure every credit and fee aligns with our negotiated terms.

THE PARTNERSHIP

Post-Closing Advocacy: Maintaining a lifetime strategic partnership as your primary resource for market intelligence.

TECHNICAL OVERSIGHT & COMPLIANCE

STRATEGIC FOUNDATION

- Lender Partnership & Audit
- MLS Access
- In-Person & Virtual Tours
- Property Type Analysis

CONTRACTUAL LEVERS

- Inspection Contingencies
- Financing & Appraisal
- Escalation Clauses
- Earnest Money Protection

LEGAL & SETTLEMENT

- Fair Housing
- Title & Lien Search
- HOA/Condo Doc Review
- Settlement Statement Audit

NEXT STEPS:
YOUR STRATEGY SESSION

My process begins with a dedicated Strategy Session to audit your objectives, calibrate our intelligence, and establish your clear path to a successful settlement.



GOAL CALIBRATION
Defining your non-negotiables to establish our search and negotiation baseline.



FINANCIAL AUDIT
Finalizing your lender partnership to ensure your capital is offer-ready.



MARKET ADVISORY
Configuring your custom search parameters based on our vetted property criteria.

LEE FRIEDMAN | REALTOR®
LeeFriedman@NorthropRealty.com

PROFESSIONAL DISCLOSURES

Lee Friedman is a licensed REALTOR® and a former attorney. While he applies legal-grade scrutiny to contracts, disclosures, and negotiations to protect your fiduciary interests, he is not acting as your legal counsel and is not providing legal or tax advice in this capacity. All clients are encouraged to seek independent legal or professional counsel for specific legal, tax, or estate matters.

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 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.

LEE FRIEDMAN
OF NORTHROP REALTY

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.