

# WELCOME TO HOMEBUYING BOOTCAMP

**Day 2: House Hunting like a Pro**

**Presented by Dave Sullivan**

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## DAVE & CIARA

People Driven CU Marketing Team

### ABOUT DAVE:

- VP of Marketing
- Born and raised in Michigan
- Graduated from Western Michigan University
- Bachelor's Degree in Finance
- Launched AIR Credit out of his car in 1998
- Wrote a book to help people improve their credit
- Launched Credit Guy TV in 2010
- Licensed Realtor

### ABOUT CIARA:

- Innovation & Brand Experience Lead
- Born and raised in Michigan
- Graduated from University of Michigan
- Bachelor's Degree in Business and Communications
- Owner of Ciara Colón Solutions
- Part time Content Creator for brands
- Licensed Realtor





# TODAY'S AGENDA

- Day 1 Recap
- Defining Your Dream Home
- The Best Tools for Your Home Search
- Understanding Market Conditions
- Touring Homes Like a Pro
- Making a Strong, Smart Offer
- The Role of Your Real Estate Agent
- Next Steps After Finding "The One"
- Q&A & Wrap-Up



# HOME BUYING PROCESS



**3/5**

**Preparing to  
Buy**

Understanding Credit, Budgeting,  
and Mortgage Pre-Approval

**3/12**

**House Hunting  
like a Pro**

Finding the Right Home and  
Making an Offer

**3/19**

**The Mortgage  
Process  
Uncovered**

Loan Options, Interest Rates, and  
Closing Costs

**3/26**

**The Home  
Inspection &  
Appraisal**

Ensuring Your Investment is Sound

**4/2**

**Closing Day &  
Beyond**

Final Steps, Moving In, and  
Maintaining Your Home



# DEFINING YOUR DREAM HOME

- Needs vs. Wants List (Location, size, features, etc.)
- Considering future needs (resale value, family growth, commute)
- Understanding deal breakers vs. flexible features

## HOUSE HUNTING **wants vs. needs**

**3 BEDROOMS / 2 BATHS**

**Want**

☐

**Need**

☒

**FINISHED BASEMENT**

☒☐

**SPECIFIC SCHOOL DISTRICT**

☐☒

**CENTRAL AIR**

☒☐



# THE BEST TOOLS FOR YOUR HOME SEARCH

MLS (MULTIPLE LISTING SERVICE)  
ZILLOW/REALTOR.COM  
LOCAL LISTINGS

- The MLS is the most up-to-date source for home listings, available exclusively to real estate professionals.
- Public sites like Zillow and Realtor.com pull from MLS but may have outdated or incomplete data.
- Local real estate websites may also have exclusive listings not found elsewhere.





# THE BEST TOOLS FOR YOUR HOME SEARCH

## WORKING WITH A REAL ESTATE AGENT FOR EXCLUSIVE LISTINGS

- Agents often have access to "coming soon" or off-market properties. They can also provide deeper insights into market trends and help you find homes that fit your specific criteria.





# THE BEST TOOLS FOR YOUR HOME SEARCH

## OPEN HOUSES AND VIRTUAL TOURS

- Attending open houses allows you to see homes in person, gauge neighborhood appeal, and compare properties. Virtual tours and 3D walkthroughs are great for narrowing down options before scheduling an in-person visit.





# THE BEST TOOLS FOR YOUR HOME SEARCH

## SETTING UP ALERTS AND TRACKING FAVORITE HOMES

- Many home search websites allow you to set up alerts for new listings that match your criteria. Keeping a list of favorite homes helps you compare options, monitor price changes, and act quickly when a desirable home becomes available.







# UNDERSTANDING MARKET CONDITIONS

## Buyer's vs. Seller's Market:

- A **buyer's market** occurs when there are more homes for sale than buyers, leading to lower prices, longer time on market, and more negotiation power for buyers.
- A **seller's market** happens when there are more buyers than available homes, causing higher prices, bidding wars, and fewer contingencies in offers.
- Understanding the current market helps you set realistic expectations for pricing, availability, and competition.





# UNDERSTANDING MARKET CONDITIONS

## Days on Market (DOM) and Pricing Trends

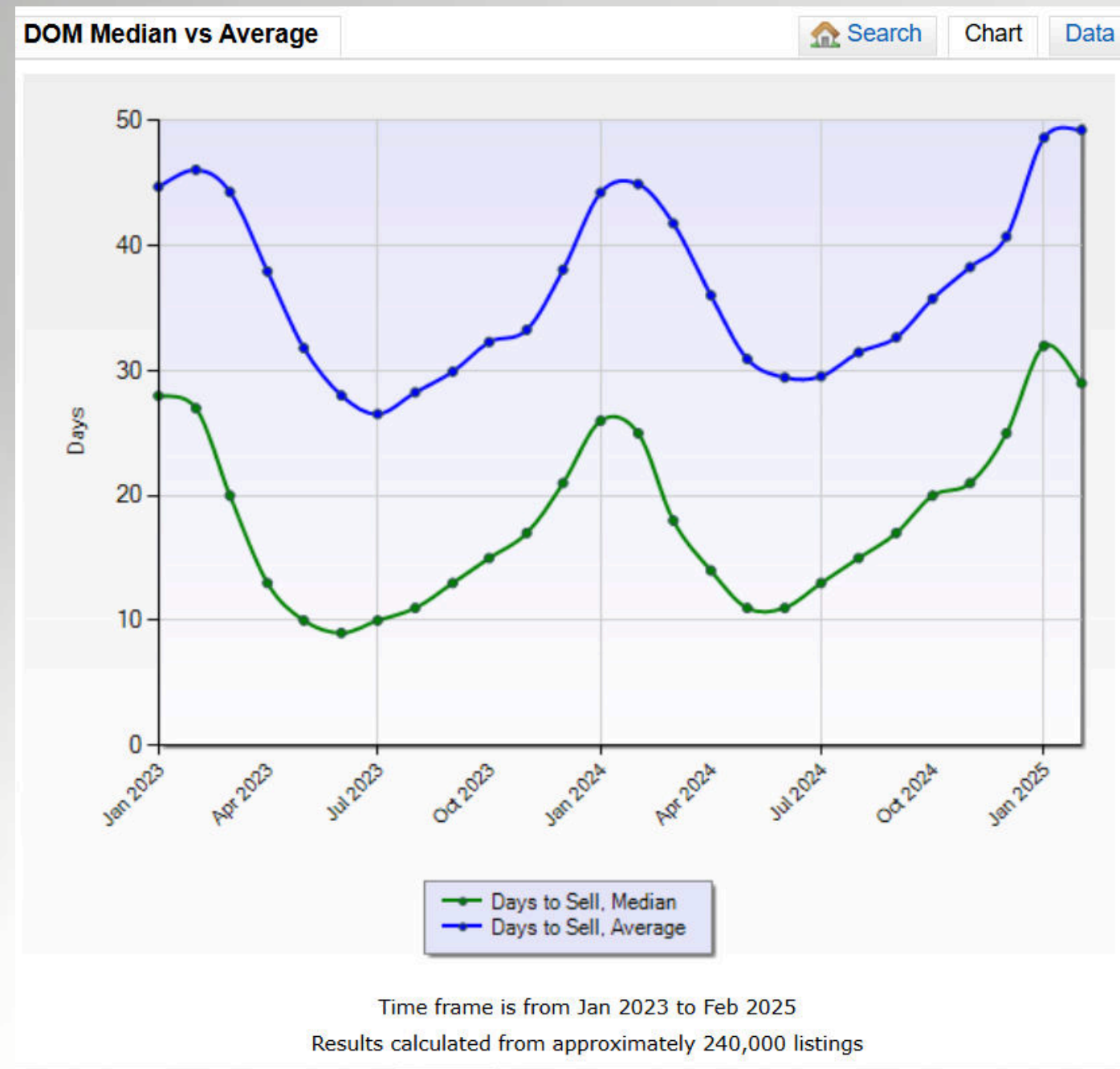
- **Days on Market** (DOM) indicates how long a home has been listed. A low DOM suggests a competitive market, while a high DOM could indicate a slower market or overpriced listing.
- Examining **pricing trends** over time helps you understand if home prices are rising, stable, or declining in your target area.
- Your agent can provide a **comparative market analysis** (CMA) to guide your offer strategy based on recent sales.



# UNDERSTANDING MARKET CONDITIONS

## Days on Market (DOM) Trends for Michigan

- **Seasonal Trends:** Both the median and average days on market show clear seasonal fluctuations, with peaks in winter and dips in summer, indicating homes sell faster during warmer months.
- **Average vs. Median:** The average days on market (blue line) is consistently higher than the median (green line), suggesting that some outlier properties take significantly longer to sell, skewing the average.





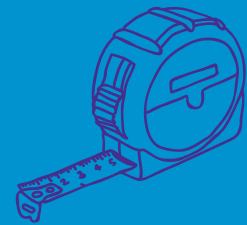
# UNDERSTANDING MARKET CONDITIONS

## Competitive Strategies in Different Market Conditions

- In a **seller's market**, be prepared to move quickly, make strong offers, and consider strategies like escalation clauses or waived contingencies (if feasible).
- In a **buyer's market**, you may have more room to negotiate on price, ask for concessions, and include contingencies for inspections or repairs.
- Understanding the market can help you determine when to act aggressively and when to take your time to find the best deal.



# TOURING HOMES LIKE A PRO



## What to bring:

- Checklist
- Tape measure
- Notepad
- Phone for pictures



## What to look for:

- Layout
- Condition
- Natural light
- Storage space



## Red flags:

- Foundation cracks
- Water damage
- Outdated systems



# QUESTIONS TO ASK YOUR REALTOR TO INQUIRE ABOUT

- **How long has the home been on the market?** (Indicates market interest and potential flexibility on price)
- **Have there been any offers?** (Gives insight into competition and urgency)
- What is included in the sale? (Clarifies whether appliances, fixtures, or furniture are part of the deal)
- **Are there any known issues with the property?** (Uncovers potential red flags before an inspection)
- **What updates or renovations have been made?** (Provides context on home maintenance and improvements)
- **What are the average utility costs?** (Helps understand ongoing expenses)
- **Are there any upcoming assessments or HOA fees?** (Important for budgeting future costs)
- **How flexible is the seller on price and terms?** (Guides offer strategy and potential negotiations)





# THE ROLE OF YOUR REAL ESTATE AGENT

## Helping in the home search:

- Your real estate agent filters listings based on your criteria, arranges showings, and provides insights on market conditions.

## Professional advocacy:

- Agents negotiate on your behalf, help navigate paperwork, and ensure you get the best possible deal while avoiding potential pitfalls.

## Communication & collaboration:

- A good agent maintains clear communication, provides timely updates, and works closely with lenders, inspectors, and other parties to ensure a smooth home-buying process.





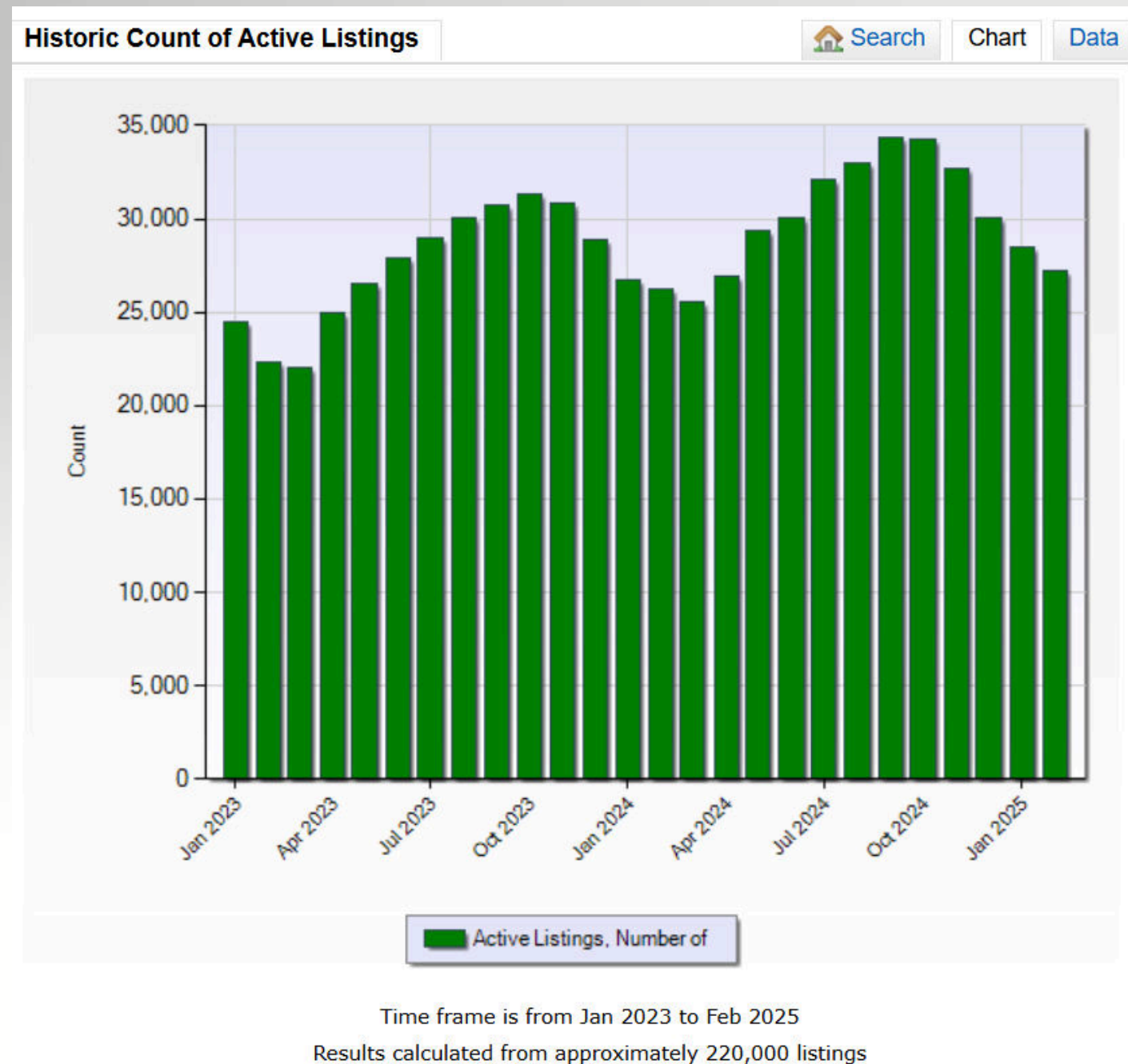
# AVERAGE HOME PRICES IN MICHIGAN



- **Pricing Trends:** The median sale price (blue bars) is consistently lower than the original list price (green bars), indicating price reductions are common.
- **Market Fluctuations:** Prices appear to dip slightly toward the end of 2024 before rebounding in early 2025, which may reflect market conditions like demand shifts or interest rate impacts.



# AVERAGE INVENTORY IN MICHIGAN



- **Inventory Fluctuations:** The number of active listings follows a seasonal pattern, with inventory increasing in spring and summer and decreasing in fall and winter.
- **Peak and Dip Analysis:** The highest number of listings occurs around mid-year, likely due to the spring market surge, while the lowest occurs during winter months, reflecting lower seller activity.





# NEXT STEPS AFTER FINDING “THE ONE”

**Submitting an offer:** Work with your agent to craft a competitive offer based on market conditions and home value.

- **Understanding fair market value:** Research comparable home sales to determine a reasonable price.
- **Craft a competitive offer:** Consider price, contingencies, and seller motivations to make your bid stand out.
- **Contingencies:** Home inspection, appraisal, financing: These protect you by ensuring the home is in good condition and that financing is secured.
- **Earnest money and negotiation tactics:** A strong earnest money deposit shows commitment, while strategic negotiations can improve terms in your favor.

**If your offer is accepted, you officially begin your route to the closing table!**



# DOWNLOAD THIS HOME COMPARISON WORKSHEET



Our partner, **GreenPath Financial Wellness**, has provided us with this Home Comparison Worksheet to pass on to you. Use it to visually outline homes you are comparing!



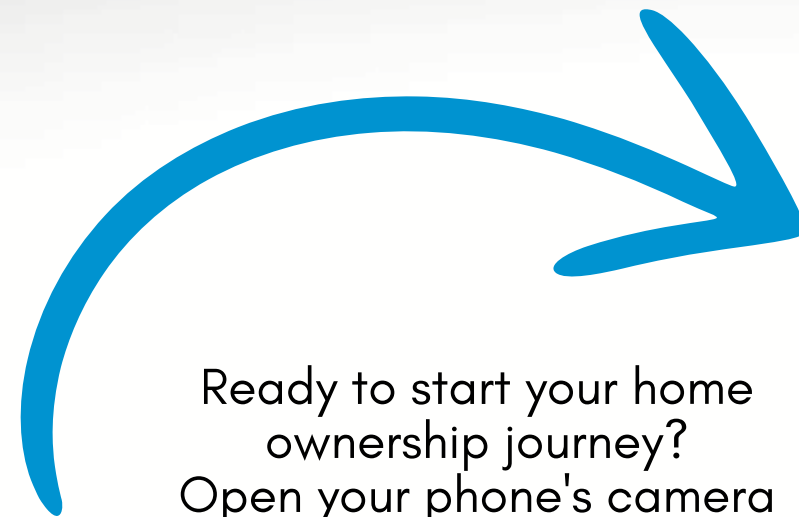
**SCAN TO OPEN  
AND SAVE**





# QUESTIONS?

Type them in the chat and we will answer them!



Ready to start your home  
ownership journey?  
Open your phone's camera  
and scan here!



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