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## **Why is it '*Always to My Benefit*' to Use an Experienced REALTOR® to Purchase a New Construction Home?**

**READ BEFORE YOU DRIVE – DON'T LEAVE WITHOUT MY '*BUSINESS CARDS*' TO GIVE TO SALES REPRESENTATIVES, SHOULD YOU BE BROWSING MODEL HOMES WITHOUT ME.**

I hear this question so often, "Smiley, *how is it to my benefit* using an **Experienced REALTOR®** in purchasing a **new construction** home?"

Here are 8 compelling reasons why you'd benefit by using an experienced REALTOR®, who also has a successful construction career background, to walk you through this involved process from beginning to end. I will be present in your corner from beginning to end – in the office & on-site, offering sound advice and quality control. The **price doesn't change** and **the builder compensates** the REALTOR® (see point 8), appreciating all the experienced time & legwork he puts in to bring the client to a quality decision and through the transaction process to a happy close. After having done this dozens of times, my help is invaluable to a person doing it for the first or second time.

- 1) That smiling sales agent on site at a model home represents the builder and *only the builder*. They are not there to 'help' you, the consumer. They are employed by the builder to maximize their interests for the profit of their shareholders. No matter how comfortable you are with your negotiating skills, I strongly recommend having a **real estate professional representing you**, helping you through all phases of the process >>> selection of neighborhood, location, model & elevation; advising on all factors that **will one day sell the home quicker & for top dollar**; price & incentive negotiations, the contract process, site visits with my experienced construction eye, quality control, phase inspections, final 'walk-through' and closing. Sales price is not the only number to be negotiated in a home purchase. There are thousands of dollars worth of 'fees' associated with a home purchase contract. Do you know what they are and who is paying them? I know and will help you negotiate these fees, financing terms, builders' contribution, available government assistance, closing costs, pre-paid incentives and upgrade options.
- 2) I will help you understand your contract, special clauses, riders, financial obligations, upgrade options and deadlines **before you sign on the dotted line**. We will schedule to take advantage of all inspections at the completion of every phase of the construction.
- 3) As an Experienced REALTOR® I **know the good builders** and will be able to educate you on their reputations, reviews & hidden extra's behind the walls.
- 4) An experienced REALTOR®, together with his company, has greater influence with the builder than you have & will fight for you. **Issues OFTEN arise in the construction of a new home** and the builder may not agree to re-do something you're not happy with. However, builders need to maintain their reputations with REALTORS®, because we sell their homes over and over again, and if we spread the word to our peers of a sloppy uncooperative builder, their sales will be affected. I once set-up a lunch with my broker & the area-director of a building company, laying out my clients case, which concluded with the area-director over riding the site-manager to resolve the issue to my client's delight. Smart folks wouldn't go into a court room without a lawyer representing them; likewise, it's not prudent to go into the largest purchase of your life without a diligent, experienced REALTOR® watching over the process with you.

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5) Just as with pre-owned homes, an experienced REALTOR® will ensure you're comparing apples to apples with new construction homes. There are **MANY factors that go into building a home**. For example, I recently helped my clients compare two homes listed at the same price and they thought the only differences were the (i) floor plan and (ii) some personal preferences. Once I reviewed the builder's standards with them, they realized one builder's higher energy efficiency rating would **save them a \$100 per month on their electric bill**; that's **\$1,200 a YEAR & \$12,000 over 10 YEARS**. Some **other items to compare are >>>** what appliances come standard (compare energy efficiency, stainless steel vs black), what quality/level of flooring, what quality/level of counter tops, is an irrigation system included and does it cover both front & back yard, is the home plumbed for a water softener (which is essential in Florida), will a fence cost extra, is the screening of the back patio included or an upgrade? The list goes on and on including crown molding, base boards, ceiling decorating, window treatments, etc.

6) Don't FALL for **the builder's salesman's pitch!** It's easy to get swept up in the emotion of touring a stunning **staged** model home with \$30,000 of upgrades. However, it is vital to have an experienced REALTOR® bring you back to reality, ensuring this home actually checks most of your boxes. A builder's sales representative is there to sell you on their product, but I'm there to look out for your overall best interests when it comes to researching important points such as flood plains & flood insurance, property tax variances, potential for future commercial construction in your 'back yard,' school grades, **resale value** & much more!

7) I will save you a LOT OF TIME! It's impossible for you to learn what **my 15 years experience** has taught me about Real Estate, construction, builders, negotiating & the sales process. After finding out the details of your 'ideal home' I can immediately steer you to your best options, saving you weeks of trial & error, wasted gas, legwork and sweat.

8) Many buyers think they will pay less for a home if a **REALTOR® compensation** is not involved. That is just not true and statistics prove the opposite! Remember, builder's need the prices of their homes to be consistent (with or without a REALTOR®), because these homes must ALL appraise at full value in order for buyers to get their mortgages. *Discounted homes* would jeopardize all other appraisals creating falling prices instead of rising prices – builders are way too smart to ever allow that to happen. A REALTOR® compensation is included in the price, whether a REALTOR® is involved or not. In fact a REALTOR® will save you money by making sure the buyer pays no closing fees and gets every available builder, mortgage & government assistance – we know what they are ahead of time!

I trust this information helps you to **take advantage of my Real Estate experience & building background** in finding and choosing your optimal new construction home and location. If you have any questions about this process please call, text or eMail me!

Sincerely,

**Smiley & Marlene Papenfus**

**Smiley** is a 'Marketing / Sales & Buyers Specialist' – **'Remember, I don't collect listings; I sell listings!'**

**Marlene** is an 'After Sales / Admin. Specialist' – your **make-it-happen** Real Estate team!

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