

tips for buyers



Charlotte
MARROCCO-MOHLER
"Dedicated to Results"



Charlotte Marrocco-Mohler

Licensed Broker Assoc. in MA and NH

20+ YEARS OF EXPERIENCE

Call: 617-216-8003 MA | 603-620-2668 NH



Charlotte Marrocco-Mohler brings extensive knowledge and expertise to seamlessly connect buyers and sellers, ensuring a smooth and successful transaction. With over 39 years of experience in customer service, marketing, management, and sales, she is a dedicated professional known for her integrity, enthusiasm, and unwavering commitment to helping clients achieve their real estate goals.

As a top-producing Associate Broker in Massachusetts and New Hampshire, Charlotte specializes in working with a diverse range of clients, including first-time and repeat home buyers, investors, sellers of lake/ocean waterfront and luxury properties, land owners, and those

involved in relocation. She also provides expert consultation on distressed properties, including foreclosures and short sales. Her deep understanding of the market, coupled with her uncompromising professionalism, confidentiality, and exceptional service, has led to her rapid success in Massachusetts, New Hampshire, Lakes Region, and the Seacoast.

Charlotte has earned the trust of her clients, who rely on her expertise to sell their most valuable asset—their property. As a property owner in both Massachusetts and New Hampshire, including waterfront real estate in the Lakes Region, she possesses firsthand knowledge of these highly desirable markets. Additionally, her experience serving as a Court-Appointed Commissioner to list and sell properties further enhances her ability to handle complex transactions. At the core of Charlotte’s success is her client-first philosophy—remaining accessible, listening intently, communicating effectively, and negotiating skillfully to meet each client’s needs. She understands that being an exceptional real estate broker requires a blend of integrity, in-depth market knowledge, marketing expertise, and strong negotiation skills.

Charlotte firmly believes that selecting the right agent makes all the difference. Her proven, results-driven Accelerated Marketing Plan ensures sellers receive the highest level of service and achieve the best possible outcomes. With Charlotte Marrocco-Mohler, you can expect nothing less than excellence in every aspect of your real estate journey.



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Specialties, Certifications and Awards:

- Buyer's Agent
- Listing Agent
- Luxury/Waterfront
- Expert Negotiator
- Consultant
- Foreclosures
- Short Sales
- Court Appointed Commissioner
- Certified Relocation Professional
- ARB
- Chairman's Diamond Award

Be Prepared and Ready to Strike



With the fastest market in history, homes are selling at record speed. When a home hits the market that you might be interested in, go see it! Don't wait! In a seller's market due to low inventory levels, buyers have to be more aggressive in order to be successful in their homeownership goals. The average number of homes with multiple offers depends on the area and market your home is in. If you plan on waiting for the open house, good luck.

Even with the best Real Estate Agent, buying a home in a seller's market can take a lot of your time, so be prepared, be flexible, be ready to move quickly, and be decisive. Now, having said that, don't be too impulsive or too compromising. Urgency is key but don't let it rule your decision either. The right home will show up eventually. Buying a home, whether it's your first home, your forever home, or your retirement home, is a big decision and the last thing you should want is buyer's remorse.



Full price offers are common, and even a few homes are going over the asking price in a bidding war with motivated buyers. So just what is it that a buyer should do to succeed when they find a home you've fallen in love with and can't see yourself in any other home?

Show You Are A Serious Buyer

Showing sellers and their Agent that you are a serious buyer is imperative to success. No one wants to waste their time, including you. Seller's expect Agents to open their homes only to those who are qualified in advance to purchase a home. Plus, if you find that perfect home, you need to be ready to get an offer in, which you can't do without financing approvals. So, here are the first 5 steps to show you are serious:



Step 1.

Before you do anything, secure your financing. Deciding on a lender that you are confident in working with is also important. Meeting with two or three will help you decide who will be the best fit for now and years to come.

Step 2.

Gather all of needed documents your lender requests. Be quick to respond to any additional needs and understand they are working on your behalf.

Step 3.

Complete the loan application. You will now know how much home you can qualify for and determine what you are comfortable paying for your new home.

Step 4.

Once you have been preapproved, have your lender provide the pre-approval letter. This letter shows the seller that you have been vetted financially while giving you an idea of how much you can afford.

Step 5.

Keep your documents up to date and stored where you can get your hands on them on a moments notice. It's likely you will have to provide the bank statements and pay stubs again, when you are in contract.

Now that you have your financing, you should be able to shop with confidence, knowing what you can afford, what your budget is and you are prepared to make a strong offer when you find that home you love.

Making a Strong Offer

In a Seller's Market environment, buying the first home a buyer wants may be difficult! It may take a few offers to get accepted. It doesn't hurt to have a war chest of strategies to help your odds in getting your offer accepted.

Tip 1.

Don't low-ball the seller. Be prepared to pay fair market value. Low-balling may alienate the seller right off the bat. And it wastes everyone's time. Plus while you are messing around, chances are another offer is being accepted. Get serious.



Tip 2.

Be flexible with your timing. The more flexible you are with the timing of the seller's move, as to how quickly or slowly their needs are to move can give you a great advantage over other offers.



Tip 3.

Put your best offer as your first offer. You may only get one chance to come in at the top dollar you are willing to pay for the home or that your lender is willing to lend based on your income and credit score.



Making a Strong Offer

An offer \$10,000 over the asking price with \$10,000 in contributions from the seller is a greater risk to a seller, as far as the home appraising, than an offer at asking price with no seller contributions.

Tip 4.

Increase Your Earnest Money deposit. A larger earnest money deposit may appeal to a seller. Ask your agent for advice. You might consider doubling or tripling that amount. You're going to pay it anyway at closing.



Tip 5.

Don't request favors of the sellers. Asking for additional appliances, furniture, fixtures, or repaint the front door could hurt your offer and get you put at the bottom of the pile.



Tip 6.

Limit the contingencies. Get a pre-inspection. Anything you can do to speed up the buying process and make it easier for the seller might improve your chances.



The Right Agent



Choosing a “buyers” Real Estate Agent is an absolute must in the seller’s market environment. The seller’s market is the most competitive and aggressive housing market to be in when trying to succeed at purchasing a home for you and your family. And it’s emotional. A good buyers agent should be able to accommodate your schedule to view homes, have offers ready to be delivered, and respond to you quickly. If your agent doesn’t show homes evenings or weekends, or has poor response times, they might not be the right agent in this market. It can cost a buyer the opportunity to buy their dream home.

A good buyer’s agent also needs to have the ability to advise you on the best offer strategy and then to be a strong negotiator on your behalf. A big part of a buyers success in a bidding war is the experience and skill of their Real Estate Agent.



If you love the house, chances are someone else might love it too. Your Agent will be a big resource when it comes to submitting an attractive offer. If you hired them for their skill and knowledge, taking their advice might be prudent.



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