
Brunner Group
Homes COMMERCIAL Beach
Real Estate Reimagined
HOW TO SUCCESSFULLY
Buy
YOUR DREAM HOME
and
Sell
YOUR HOME WITH THE LEAST HASSLE



Hi, I'm Katie

Welcome, and thank you for choosing me to help guide you through one of the most exciting and important journeys—buying your new home! Whether you're a first-time buyer or a seasoned homeowner, my goal is to make the process as smooth, stress-free, and enjoyable as possible. In this guide, you'll find valuable information to help you at every stage of the buying a home journey, from understanding the market to closing on your dream home.

I'm here to provide expert advice, answer your questions, and ensure you feel confident in every decision you make. Let's get started on finding your perfect home!"

I take pride in creating meaningful relationships with my clients, and most of them turn into amazing friends. So excited to be on this journey together! Let's get started!

Katie Brunner

SUCCESSFUL BUYING PROCESS



I KNOW THAT BUYING YOUR HOME CAN BE STRESSFUL...

Buying a house can feel overwhelming, but with me as your agent, you don't have to worry. I handle the details, from finding the right home to negotiating the best deal, to handling any and all inspections. I take what is complicated to most people and wrap a pretty little bow around the whole process so you NEVER have to stress.

P.S. After this buyers guide you'll know I'm the perfect agent to work with!

FIND YOUR DREAM HOUSE!

MAKE A STRATEGIC, COMPETITIVE OFFER

CONTINGENCY REMOVAL PERIOD

CLOSE ON THE HOUSE (AND CELEBRATE)

WHY YOU NEED AN AGENT



- Inspections (home, termite, roof, radon, pool, septic)
- Lender Recommendations (to ensure the best rate)
- Send new listings in your area and price point
- Access to potential off market properties
- What expenses you'll encounter during the buying process
- Knowledge of the New construction process
- What contingencies to have in place to protect you (the buyer)
- How long is the process once you go under contract



FUN FACT:

I'm not the realtor looking to close the most deals each year; I'm not interested in being "sales-y" just to get a commission.. I'm the realtor who wants YOUR best interest at heart, and I will fight for YOU every step of the way.

I have a saying in my business "It's never about the commission and its ALWAYS about the client.

Katie Brunner

LET'S CHAT

BUYERS REP AGREEMENT



Before we begin viewing homes, as of August 17th 2024 every realtor in the industry has to have a Buyer's Representation Agreement signed with their clients before showing homes. (If agents show with out it signed we get fined and get have our license evoked.)

This agreement is critical in making me your dedicated agent, meaning I'm fully committed to working in your best interest throughout the entire home-buying process. It allows me to provide you with the highest level of service, giving you access to my expert advice, negotiation skills, and full support. My social media connections and any/all of my off market properties. The agreement is a a great way to make sure we are all on the same page, ensuring that we're both clear on our roles and that you're protected as a buyer. Once it's signed, we can start finding your perfect home with confidence!



HOME LOAN APPLICATION CHECKLIST

PERSONAL INFORMATION

- Full name
- Date of birth
- Social security number
- Contact information (phone, email, address)

EMPLOYMENT INFORMATION

- Current employer's name, address, and phone number
- Length of time with current employer
- Position/title
- Income information (salary, bonuses, commissions, etc.)

FINANCIAL INFORMATION

- Bank account information (checking, savings, investments, etc.)
- Other assets (real estate, vehicles, etc.)
- Current debts (credit cards, student loans, car loans, etc.)
- Credit score and history

PROPERTY INFORMATION

- Property address
- Type of property (single-family, condo, townhouse, etc.)
- Purchase price
- Down payment amount

DOCUMENTATION

- Government-issued ID (passport, driver's license, etc.)
- Proof of income (pay stubs, tax returns, etc.)
- Bank statements
- W-2 forms
- Employment verification letter
- Homeowners insurance policy

HOMEBUYING CHECKLIST

01

BUDGET

- [ ] Calculate your monthly income/debt
- [ ] Check your credit report/FICO score
- [ ] Use a mortgage calculator
- [ ] Establish your downpayment

02

MORTGAGE PRE-APPROVAL

- [ ] Choose your mortgage type
- [ ] Research to find the best lender
- [ ] Shop for the best interest rates

03

DETERMINE YOUR WANTS & NEEDS IN A HOME

- [ ] Choose a location
- [ ] Choose a type of home
- [ ] Choose a size
- [ ] Choose a price range

04

WORK WITH A REAL ESTATE PROFESSIONAL

- [ ] Get a referral from friends/family
- [ ] Interview agents and ask them about buyer's representation contracts and agreements
- [ ] Go over your wants and needs

HOMEBUYING CHECKLIST

05 SEARCH FOR HOMES

- [ ] Browse properties online (Zillow, Redfin, Realtor.com)
- [ ] Your agent will set up new listing notifications for you
- [ ] Go on home tours and attend open houses

06 MAKE AN OFFER AND NEGOTIATE

- [ ] Determine the purchase price and include any contingencies
- [ ] Read the Purchase and Sale agreement thoroughly before signing
- [ ] Place a competitive bid and be prepared to make a counter offer

07 FINALIZE THE DEAL

- [ ] Your agent will assist you with requesting the home appraisal and home inspection
- [ ] Choose a home insurance company
- [ ] Complete the loan process with the lender

08 CLOSE THE PURCHASE

- [ ] Review the settlement document prior to closing to see how funds will be collected/distributed
- [ ] Obtain a cashier's check for the amount you need to bring to closing, including he down payment and closing costs



CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that you can choose to include in your contract.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with me, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.

COMMON CONTINGENCIES: Sale-of-home contingency, financing contingency, inspection contingency, appraisal contingency.



DETAILS OF CONTINGENCIES

01 Inspection Contingency

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Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender.

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Inside the buyer's financing their is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

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NEIGHBORHOODS I LOVE FOR MY MOVE-UP BUYERS

LITITZ



Lititz is where small-town charm meets upscale living, and honestly? It's my go-to for move-up buyers who want it all. Boutique shopping, award-winning restaurants, and community events that actually bring people together. You're minutes from Lancaster City but feel like you've stepped into your own little world. Homes range from charming historic properties to modern builds—so whether you're craving character or clean lines, there's something here. This is where I'd want to raise my family.



MANHEIM TOWNSHIP

This is the neighborhood I recommend when clients tell me they want excellent schools, suburban comfort, and actual convenience. Established neighborhoods, abundant shopping, quick highway access—it checks every box for professionals moving up in their careers and lives. You get that community feel without sacrificing accessibility to everything Lancaster has to offer. I love how it balances neighborhood connection with real-world practicality.

NEIGHBORHOODS I LOVE FOR MY MOVE-UP BUYERS

DOWNTOWN LANCASTER



Downtown Lancaster is vibrant, walkable, and absolutely alive. Award-winning restaurants, a thriving arts scene, beautifully restored historic homes, and modern condos all in one place. If you're the type who wants to be in the heart of the action—where there's always something happening on the weekends—this is it. The community atmosphere here is unmatched. I love helping clients find their dream home in this dynamic area.



BENT CREEK

Bent Creek is luxury living in a premier gated golf course community. Custom homes, resort-style amenities, a championship golf course, walking trails—it's designed for clients who want elegance and leisure without compromise. Located in Manheim Township, you get that sophisticated lifestyle with top-notch amenities and the convenience you need. This is where you go when you want it all.


NOW LETS
Sell
YOUR HOME
WITH THE LEAST
HASSLE

DIVE INTO THE SELLING PROCESS



I KNOW THAT SELLING YOUR HOUSE CAN BE STRESSFUL...

But it doesn't have to be stressful when you work with me. I take care of every detail—from pricing it right and marketing it to the right buyers, to handling negotiations and paperwork—so you don't have to worry. My goal is to make the process seamless, keeping you informed and supported every step of the way. With my experience and personalized approach, you'll feel confident knowing that your home is in the best hands. Let me take the stress out of selling and get you the results you deserve.

1. LISTING CONSULTATION + SET PRICE
2. GET THE HOME READY FOR THE MARKET
3. PROFESSIONAL PHOTOS AND VIDEO
4. ONLINE DEBUT + LISTED FOR SALE
5. OPEN HOUSE + OFFER PRESENTATION
6. CONTINGENCY REMOVAL PERIOD
7. CLOSE ON THE HOUSE (AND CELEBRATE)

LISTING CONSULTATION

A listing consultation is the first step in selling your home, and it's an opportunity for us to sit down and discuss your goals, the home's value, and the selling process. During the consultation, I'll tour your property, provide a detailed market analysis, and give insights on how to price your home competitively. We'll also go over any recommendations to help prepare your home for sale—whether it's staging tips, repairs, or improvements that can boost your home's appeal. It's a collaborative session where I answer your questions, outline my marketing strategy, and ensure you feel confident and informed moving forward.





SETTING THE RIGHT PRICE

You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in.

Every home is unique, so I carefully consider factors like upgrades, condition, lot size, and special features that may add or detract from value.

THE QUESTIONS

- What is your budget for purchasing a home?
- Are you pre-approved for a mortgage? If so, what is your pre-approval amount?
- Do you have a preferred mortgage lender, or would you like recommendations?
- What is your desired location or neighborhood?
- What type of home are you looking for (single-family, townhouse, condo, etc.)?
- How many bedrooms and bathrooms do you need?
- Are there any specific features or amenities you are looking for (e.g., pool, garage, large backyard)?
- How important is the school district to you?
- Do you have any preferences regarding the age of the home (new construction, older home, etc.)?
- Are you looking for a home that's move-in ready, or are you open to renovations?
- How long do you plan to live in this home?
- What is your timeline for purchasing a home?
- Do you have any pets that will influence your home search (e.g., needing a large yard or pet-friendly community)?
- Do you need to sell your current home before purchasing a new one?
- Are you interested in specific home styles (modern, traditional, ranch, etc.)?
- Are there any deal-breakers for you (e.g., busy street, small yard, no garage)?
- How close do you want to be to work, schools, public transportation, or other conveniences?
- Are you open to homes in different areas if they fit your criteria and budget?
- Have you owned a home before, or are you a first-time buyer?
- Are there any additional features, preferences, or concerns we haven't covered?

ABOUT YOUR HOME

Pricing Your Home To Sell

Home notes

- What makes the home unique
- Where it's located
- Some incredible features
- What you are going to highlight
- Neighborhood perks

Your timeline

- The prep will take how many days?
- When will photos & videos be taken on?
- What date will your house be listed on MLS?

Listing price

- What Price range, based on comps, were you thinking about listing your home at?



SELLER CHECKLIST

- Schedule Pictures/Videography 1 week before listing
- Put Lockbox & Sign in the yard and on the front door
- Declutter every closet and take personal items are off shelves
- Freshen up landscaping
- Touch up paint in all high-traffic areas
- Get carpets cleaned
- Have home professionally cleaned



Notes

PHOTOGRAPHY & SHOWINGS CHECKLIST

Having your home photographed is an important step in getting ready to sell. Photos are buyers first impression of your home, and they need to be able to envision it as their own. This checklist gives you recommendations to get your home photo-ready, as well as preparing it to be shown to future buyers.

things you can do ahead of time

INSIDE

- ☐ Clear off all flat surfaces - less is more.
- ☐ Depersonalize: take down family photos & put away personal items.
- ☐ Replace burnt out light bulbs & dust all light fixtures.
- ☐ Clear off the refrigerator: remove all magnets, photos & papers.
- ☐ Deep clean the entire house.
- ☐ Touch up paint on walls, trim & doors.

OUTSIDE

- ☐ Increase curb appeal: remove all yard clutter & plant colorful flowers.
- ☐ Trim bushes & clean up flower beds.
- ☐ Pressure wash walkways & driveway.
- ☐ Add a welcome mat to the front door.

PRO TIP

Don't be tempted to shove things inside closets! Curious buyers look in there too.

on the day of photography or showings

KITCHEN

- ☐ Clear off countertops, removing as many items as possible.
- ☐ Put dishes away & place sponges & cleaning items underneath the sink.
- ☐ Hang dish towels neatly & remove rugs, potholders, trivets, etc.

BATHROOM

- ☐ Remove personal items from counters, showers & tub areas.
- ☐ Move cleaning items, plungers & trash cans out of sight.
- ☐ Close toilet lids, remove rugs & hang towels neatly.

IN GENERAL

- ☐ House should be very clean & looking it's best.
- ☐ Lawn should be freshly mowed & edged.
- ☐ Move pet dishes, toys & kennels out of sight.
- ☐ Make beds & put away clothing, toys & valuables.
- ☐ Turn on all lights & turn ceiling fans off.

PRE-LIST

TO DO LIST

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS



PROFESSIONAL PICTURES/VIDEOS

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.

GOING TO MARKET

4-STEP MARKETING PROCESS

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 4-Step approach allows for buyers across all generations to see the details of your home.



THE DETAILS...

01

EMAIL: I know, most agents don't always send emails out to their sphere and database but our database is so large and full of ready-to-buy clients that I do not want to miss out on this step. We have seen great success with email marketing and are excited to showcase your listing in this way!

02

SOCIAL: They see an email in there inbox and then a reel pops up talking about the same house. Then a Facebook ad...finally, buyers are clicking on the link to your personal website, where they can take a full digital tour.

03

OPEN HOUSE: Which invites them to the Open House so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.

04

WEBSITE: Because we know people stalk us on all platforms.. they can always see each one of our listings on on our website in details with the ability to reach out directly.

THE TIMELINE

COMING SOON

- Sign is placed in yard
- No showings until the home goes “active”
- Generates Interest

CLEAN & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos

EMAIL CAMPAIGN

- Detailed emails sent out
- Coming Soon, Open House, Just Listed

PHOTO & VIDEO

- Content shoot day
- Full photos of home
- Full immersive video

SOCIAL DEPLOYED

- All social pieces created
- Long form video, 1-2 reels and designer style photos

CUSTOM WEBSITE BUILT

- Exclusive website built for your listing
- Tracks all visitor activity

OPEN HOUSE

- Opening weekend
- Open House on Saturday or Sunday

LETS SELL
YOUR HOME



It's no secret that the housing industry has changed over the years. More and more people are buying houses through social media these days, and it’s changing the way real estate works. Platforms like Instagram and Facebook allow buyers to discover homes in real time, often before they even hit the market.

Social media savvy realtors ask create videos of these properties that area compelling and interesting. With professional photos, videos, and virtual tours easily accessible, potential buyers can get a feel for a home right from their phone. We capture those buyers on our social media to bring your listing more buyers than any other agent.

I give your home as much visibility as possible using a variety of tools to ensure your home is seen by ***thousands of potential buyers***

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OPEN HOUSE



Hosting an open house offers several key benefits. First, it maximizes exposure by attracting multiple potential buyers at once, increasing the chances of generating interest and offers. Open houses create a sense of urgency among buyers, as they see others viewing the home, which can lead to quicker decisions and even competitive bidding. It also saves the seller time by reducing the need for multiple individual showings, allowing interested buyers to tour the property in a single event. Additionally, open houses can attract serious buyers who may not have scheduled a private showing but are intrigued by the opportunity to see the home in person. Overall, it's a great way to create buzz and momentum around a listing. We do an open house the first weekend on the market!

OFFERS

Offer presentations happen any time we receive an offer or offers. We'll get together as a team to review the offers (via phone, zoom or in-person) so we can compare them and decide on which one to accept or counteroffer.

In a multiple offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers at once, rather than receiving them one by one over time.





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This is it! The big day!!! I've done this dozens of times and I promise you, we'll get through it just fine. You'll be signing a lot of paperwork today, most of it pretty dull, all of it important. The good news is, it's all paperwork we'll have already reviewed. After you sign everything...the deal is closed once the following is done:

The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record. This can take a few hours.

Once the deed records, and the funding has been processed by both title companies.. you'll get the keys to your NEW HOUSE! (i'll be giving you play by play updates of all of this!)

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COMMUNICATION

- Weekly check-ins with me even if we aren't actively looking that week
- Weekly check-ins with your lender to make sure everything is running smoothly
- I will be handling all communication with the listing agent the entire time
- I will handle all title/attorney communication throughout the tntire transaction

WHAT OTHERS

ARE SAYING

★★★★★

"FABULOUS EXPERIENCE!! WE WERE SEARCHING FOR 5-YEARS! ASHLEY & KATIE FOUND US THE PERFECT HOME!!"

★★★★★

" I WAS TOTALLY COMFORTABLE SHARING MY GOALS, HOPES, AND DREAMS FOR THIS PROCESS AND THIS TEAM MADE IT HAPPEN!"

★★★★★

"I WOULD RECOMMEND KATIE AND ASHLEY BRUNNER AND THEIR TEAM AT THE BRUNNER GROUP IMMEDIATELY! I LOOK FORWARD TO WORKING WITH THEM WHEN I GO TO BUY AGAIN IN THE NEAR FUTURE!"

Ready to find your dream home?

We can't wait to help!





KATIE BRUNNER

REAL ESTATE AGENT

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