**[xxx] Getting started Part 2 of 2 (Email #2)**

Hey {name},

Ok, so yesterday I promised you the 5 biggest mistakes you can make when buying property.

Let’s dive right into it…

***#1 Not Getting an Inspection by a Pro***

Now, you don’t have to hire multiple inspectors…

But getting a local expert to check all the pipes, sockets, cracks and wood is essential.

If I had a dollar for every house I’ve seen that looks great inside and out but turns out to have rotten wood, leaky pipes, bad electrical, and other expensive repairs hidden away…

…then I would not be writing this email, but instead I'd be on a beach enjoying early retirement. :)

So yeah, get it checked out… And do it BEFORE you’re in contract to buy the property.

Having that said…

If you really like the home and the neighborhood, you might be able to strike a deal with the previous owners.

**Here’s how:**

1. Get the pro to compile a list of all the snags and repairs to be done
2. Get him to estimate the price of the works to get them all fixed and get it signed by him
3. Go back to the seller and offer one of two options: a**) reduce the asking price by said amount,** or **b) ask them to carry out the work before the sale.**

***#3 Using an Unrealistic Budget***

Here’s one I have fallen for personally…

If you're spending X amount per month to live the way you do right now, don’t expect that you’ll spend differently in the new location.

Do you know how much you spend?

Try this app -- *You Need a Budget*: <https://www.youneedabudget.com/>

By the way, you can use a spreadsheet, or another budgeting app.

Then, track your outgoings for a couple of months…

And then, you’ll have a much better idea of the true cost of ownership.

***#4 Low Or No Down Payment***

When considering your mortgage options it’s always wise to have money in the bank for a down payment.

The logic in simple terms is this:

*The more you can pay in to begin with (20% being really good) the safer the loan.*

Without getting too technical, it’s better if you have money set aside for a down payment.

Don’t worry, I will explain how it works in just a bit.

If you are selling your previous property and moving up, schedule a free 1:1 consultation with me and I will explain your options here: ***{INSERT SCHEDULING TOOL HERE}.***

**#5 Added Costs**

As explained in #3, you need to know how much you are currently spending, and also how much will you have to pay in the new location.

Utilities, maintenance costs and taxes can quickly take “affordable looking” properties out of your budget.

You can even ask for copies of bills and do some research for clues.

Ok… Here’s one I promised to reveal in the **last email.**

Both sales parties usually ***FAIL*** here…

***# 5 The Photos (in other words: bad photos)***

This one is a big pain point for me.

It literally hurts me to see amazing homes attempting to be sold with small, junky, camera phone photos…

A fantastic green garden oasis that looks like a snapshot of a bush at the local park.

A large, light, and spacious living room…

But in the photos it seems half the size, cluttered, dark and dirty.

\*\*\***Here’s a tip:** whether buying or selling, assume that the photos have done the property no justice…\*\*\*

If you are buying and like the area or the amount of rooms or the amenities -- go and check the property out in person! You might get a pleasant surprise.

If you are selling -- make sure to get great quality photos by a professional photographer.

Alternatively, an amateur with a good camera.

Photos are the single biggest selling point to getting qualified people into your home for a tour, so it’s worth it to invest a little.

Tell you what…

I want you to succeed, so I will reveal a trick I use to get PROFESSIONAL photos for next to nothing!

Would you like to know how?

Good, I’ll let you in on my technique in tomorrow’s email :) so keep an eye out!

Truly yours,

**{EMAIL SIGNATURE GOES HERE}**

P.S.

I have another, even more advanced technique to you help sell quickly… Would you like to know what it is? Get in touch, or wait until tomorrow’s email! :)