



How a Mortgage Pre-Approval Benefits You



PLATINUM
HOME MORTGAGE

HOW A MORTGAGE PRE-APPROVAL BENEFITS YOU

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4 Benefits of Pre-Approval

Pre-approved buyers have 4 benefits which give them a competitive advantage in the home purchasing process over buyers who are not pre-approved.

Time to Prepare

Pre-Approval gives a buyer time to evaluate financing options available and decide on the best solution, as well as put in place a budget for new home ownership.

Strength to Negotiate

A buyer with pre-approved financing has increased power to negotiate an offer to purchase, because sellers and real estate professionals take those offers more seriously.

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Faster Closings

Closings can be written in a contract sooner because the pre-approval is in place. A quick closing is attractive to both the seller and real estate professionals involved.

Easier Process

The overall process is quicker, smoother and less stressful for all parties involved, because financing is done up front. Being prepared financially will allow you to concentrate on finding the right home.

3 Categories of Buyers

Cash Buyer

Cash buyers account for one-third of all home purchases.

Pre-Approved Buyer

Pre-approved buyers have financing in place when making the purchase offer.

No Financing Buyers

These buyers have no financing in place when they make their offer.

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It is easy to see why the cash and pre-approved buyers are going to look more attractive to the seller – having financing in place greatly improves the likelihood that a contract will go to closing.

Financing in Place

Now you know why getting pre-approved financing puts you in a much better position for negotiations, and makes the process far less stressful and more likely to succeed.

Financing Not in Place

Many times the pre-approval step is overlooked by inexperienced REALTORS® and homebuyers. Often it's only after a contract is rejected and the buyer loses the house to an offer with financing in place that they realize how important and beneficial pre-approved financing can be.

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CONGRATULATIONS!

The ebook you've just read has covered the benefits of mortgage pre-approval... but that's only the beginning.

Every successful homebuyer has a team to feed them valuable information. Visit our website for videos, infographics and ebooks on the following topics:

- The 5 Simple Steps in the Home Loan Process
- How a Mortgage Pre-Approval Benefits You
- Questions to Expect During the Home Loan Process
- Document Requirements for Your Home Loan
- The Difference Between Home Inspection and Home Appraisal

We've been helping people just like you achieve the dream of homeownership since 1993. We've been fortunate to have enjoyed a lot of success in that time, but it took a lot of work and an intricate understanding of the mortgage marketplace.

We'd like to show you more...

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