



YOUR GUIDE TO
Homeownership

Everything you
need to know
about buying
a home.



A Sound Decision

Investing in a home is one of the most important decisions you'll make. So much more than a roof over your head, your home is where life unfolds and memories are made, all while building a financial foundation for your future.

Deciding how you'll navigate your journey to homeownership is equally critical to the agent you work with. As someone who's been in your spot before, I'm familiar with what's cycling through your mind, and as a real estate agent, I've mastered the ins and outs of the buying process. When you work with me, you'll benefit from my experience, and together we'll work toward making sound, smart decisions for your future.



Your needs drive how and when we find your next home. From this day forward, everything I do will be motivated by your goals and how you imagine your life taking place in your new home. Once I get an understanding of where you see yourself, finding your dream home will move quickly, and with minimal interruption to your daily life.

Visualize your dream scenario for buying your home

WHAT'S THE ONE THING THAT HAS TO HAPPEN TO MAKE THAT DREAM SCENARIO A REALITY?

How can I make that happen for you?

Why is that important to you?

IF WE COULD ADD JUST ONE MORE THING TO MAKE THIS PROCESS EVEN BETTER, WHAT WOULD IT BE?

Why is that important to you?



Your
Needs
Come
First

My App:

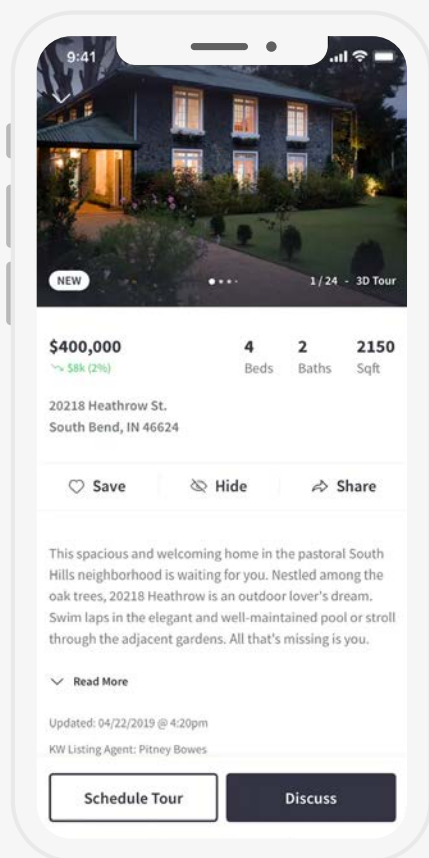
Finding Your Way Home

Has Never

Been Simpler

My app makes achieving your homeownership goals more accessible than ever before.

So much more than search, its industry-leading feature set and rich insights will prepare you to handle (and enjoy) the entire journey. Get to know my favorite features before you take it for a spin.



Guide

When middle-of-the-night questions come up or you want real-time information about the status of your transaction, Guide gives you the tools to anticipate and act on every step of the buying process. Paired with my expertise, you'll have everything you need to light your way home.

Search

Find your dream home in whatever way works best for you. Whether by neighborhood, school district, ZIP code, and more, my app has the tools to flex with your needs, even when your search extends nationally.

Neighborhoods

Get real-time stats on specific communities and go deeper to see what makes them tick. From the locals' favorite coffee shop to the book club that meets once a week, you'll get an idea of what it's like to actually live there.

Collections

Your search results will be filled with homes you want to save...and some you'd rather forget. My app lets you "favorite" the homes you love and hide the ones you don't. Create Collections to organize your favorites so you can share and find them with ease and discuss with whomever you please.



Ready to download my app?
Head to
app.kw.com/KW22HMMWL

Build Your Preference Profile

The Basics

Have you considered who my main contact will be?

What timeline would you like to strive for?

Have you looked into getting pre-approved for a home loan?

Have you thought about the price range you'd be comfortable with?

If I found a home today that checked all of your boxes, could you see yourself making a move sooner rather than later?

The what, the when, the how - let's talk about the best way to get in touch.

WHAT IS YOUR FAVORITE WAY TO GET INFORMATION OR UPDATES?

Select all that apply:

Email
Call
Text

WHAT IS THE BEST TIME TO REACH YOU?

Select all that apply:

Morning
Noon
Afternoon
Evening
Anytime

AS UPDATES ARISE, HOW OFTEN DO YOU PREFER TO BE NOTIFIED?

ASAP
In a few hours
That day
Every few days

Your Home Wish List

TO BEGIN

Who will be living in this home?
Let's list adults, children, and
pets that will inhabit the space.

What are the non-negotiables
for your home?

If you had to name your top
five non-negotiables, what
would they be?

Beyond your top five needs,
what is something you really
want?

Do you have a preference for
the year the house was built?

Do you want a house in move-
in condition or are you willing
to do some work on it?

When people visit your home,
what do you want it to say
about you?

Are there any specific features
that would make your next
house feel instantly like home?

Will you require accessibility
options?



Your Home Wish List

EXTERIOR

What type of home are you looking for (e.g., single-family, condo, town house, etc.)?

Approximately what square footage would adequately cover your living space?

How many stories do you prefer?
What lot size are you looking for?

What architectural styles are you drawn to?

What type of exterior siding appeals to you?

Do you want a porch, deck, or both?

What are you looking for in terms of a garage [e.g., attached, carport, etc.]?

What type of driveway or vehicle entrance/exit will you require?



Do you want a swimming pool or a hot tub?

Are you looking for any structures such as a greenhouse or shed?

Do you need special outdoor arrangements for pets? [e.g., a dog run, fenced-in yard, etc.]

What other exterior features are important to you?

Your Home Wish List

INTERIOR

What style do you envision for the interior of your home? (e.g., formal, casual, cozy, traditional, minimalist, modern, etc.)?

What kind of floor plan do you prefer (e.g., open vs. walls or divided living spaces)?

In general, what are your preferences for the interior?

BATHROOMS

How many bathrooms do you need?

What are your needs for each of the bathrooms?

Will any bathroom need to serve a specific purpose (powder room, swimming pool access, fit for small children, accessibility specifications)?

BEDROOMS

How many bedrooms do you need?

How will each of those rooms be used?

What are your preferences for the owner's suite?

KITCHEN

What are your general preferences for the kitchen?

What features must your kitchen have (e.g., breakfast nook, types of appliances, etc.)?

What finishes do you like (e.g., countertops, flooring, cupboards, sink, appliances, etc.)?

Will your kitchen need to accommodate anything with custom measurements (beverage cooler, island, farmhouse sink, butcher block countertop)?

Your Home Wish List

LIVING ROOM/FAMILY ROOM

What are your general preferences for your living and family room(s)?

What size room(s) do you have in mind?

Do you prefer your living and family room(s) to be separate and intended for different purposes?

Do you want a fireplace?

What other living areas are you looking for? (e.g., playroom for children, studio, mud room)

What else do you see for living areas?

DINING ROOM

Would you like the dining room to be part of the kitchen configuration?

What about the living room - how should it be situated with regard to the dining room?

What size dining room table do you have? Is there other dining room furniture I should take into account?



Your Neighborhood Preference

What neighborhoods or areas would you enjoy living in?

Are there any specific streets or characteristics in these neighborhoods you're drawn to?

If applicable, what school districts do you prefer?

Where do you work?

Where are your favorite places to shop?

What other conveniences would you like nearby?

What do you like to do for fun?

Are there any recreational facilities that you enjoy?

Any other considerations I should be aware of as we find your ideal neighborhood?



MAKE MY APP YOUR HOMEBASE

My hyper-filtered search extends nationwide, beyond the bounds of traditional MLS. With layers of options never experienced before, my app allows you to search by neighborhood and school district (or whatever works best for you) revealing the insights that matter most. Save searches, favorite homes and collaborate. Get notifications whenever a good fit becomes available, wherever you are.

To download, visit
app.kw.com/KW22HMMWL

Getting to Know the Neighborhood

Your neighborhood is an extension of your home. Neighbors, surroundings, and access to everyday things can and should factor into your decision. Based on what you've shared so far, I pulled real-time stats and insights to compare a few areas. Once we narrow down the neighborhoods you're most interested in, I'll send you information on homes that look like a good fit.

Always remember that you can search, save, and organize your favorites on my site,

app.kw.com/KW22HWMWL

Map Your Move

When is the best time to buy?

There's only one right answer:
When you find a home that you love.

Inventory and the economy will wax and wane, but when you find a house you can see yourself in, the timing is just right.



How Buying A Home Works

1 PARTNER WITH AN AGENT

- Absorb their local insight
- Get to know neighborhood inventory levels
- See what's about to hit the market
- Gain access to off-market properties
- Review market averages
- Complete needs assessment

2 GET PRE-APPROVED FOR A LOAN

- Understand what you can afford
- Determine your monthly mortgage payment
- Understand your debt ratio
- Prepare for escrow
- Obtain a pre-approval letter

3 FIND YOUR NEW HOME

- Compare home and neighborhood averages, then narrow down the neighborhoods you want to live in
- Favorite homes and save them to collections
- Nix homes that don't meet the mark
- Schedule home tours and plan an itinerary with your agent
- Decide on your dream home

4 MAKE YOUR OFFER AND NEGOTIATE THE TERMS

- Review contract terms and time limit for offer
- Negotiate purchase price
- Choose a title company
- Shop home insurance options
- Prepare for down payment, earnest money
- Choose a target closing date
- Sign the offer
- Deliver escrow check
- Stay in close contact with your agent

How Buying A Home Works

5 UNDER CONTRACT

- Secure a home loan
***more details to follow**
- Acquire home insurance and send proof to your lender. Keller Covered streamlines finding the best insurance to fit your needs
- Request a list of what conveys with the property
- Schedule home inspection and negotiate repairs
- Order an appraisal
- Acquire a property disclosure from the seller
- Neutralize contingencies.
[input any contingencies that may be specific to your area]
- Conduct a title search
- Choose your title company
- Schedule your closing
- Solidify both contract effective date and allowable move-in dates
- Certify funds for closing
- Stay in close contact with your agent, lender, and title company

6 BEFORE YOU CLOSE

- Transfer funds for closing
- Reserve a moving company and set a moving date
- Change your address through USPS, your bank, and other instances

- Set up your utilities to be activated or transferred
- Confirm that all contingencies are resolved
- Schedule the final property walk-through
- Designate a safe, dedicated space to save your final paperwork
- Stay in close contact with your agent, lender, and title company

7 CLOSING DAY: WHAT TO BRING

- Connect with your lender to wire down payment funds. You'll need to cover the cost of closing and the down payment. Bring a printed confirmation of your wire transfer
- Government-issued photo ID(s)
- Social Security numbers
- Home addresses from the last 10 years
- Proof of homeowner's insurance
- Your copy of the contract
- Your checkbook

8 CLOSING DAY

- Sign closing disclosure, promissory note, and all other documentation
- Title transfer
- Deed delivery
- Save your paperwork in your pre-designated spot
- Get your keys - congrats, it's all yours!

Your Trusted Partner

From the day you partner with me, and even past the day you step foot in your new home, consider me your dedicated real estate advisor. Whatever you need, I have the resources and expertise to guide your decisions. Throughout your transaction, you can come to me for both the little things and the important steps, like comprehensive home insurance and competitive financing - I have the inside edge on both.

After your purchase, ask me to recommend fully vetted service specialists or about how you can care for your home. Further down the road, should you ever want to sell, I'll be your trusted point person. You'll always have my number, and I'll always be ready to spring into action; just say the word!



Real Experience Real Expertise



ERIC ESTRADA

**OWNER/CEO, REALTOR®
BROKER ASSOCIATE**



Eric Estrada is a Colorado Springs native with 15+ years of real estate experience in the states of California, Colorado, Florida, Nevada, and Texas. Eric is currently a licensed Employing Level Broker in Colorado and Owner of KW Aspire at Keller Williams Clients' Choice. He is also a licensed Sales Agent in Texas at KW El Paso in El Paso, TX. He previously worked with a national real estate firm as Vice President, leading a team upwards of 1,000 real estate professionals throughout multiple regions across the U.S. He has a Bachelor's Degree in Business Management and a Masters in Business Administration both from Grand Canyon University.

Eric also leads an Expansion Team within Keller Williams which has been recognized not only within the franchise but nationally through multiple reporting agencies, awards and recognition as one of the leading real estate teams in the country. Homes of Expansion Network was founded in 2014 by Eric Estrada and has grown to multiple teams in the states of Colorado, Wyoming and Texas. As of 2024 there are 30 licensed professionals across the expansion network and combined have closed over \$161,000,000 million in sales volume, and nearly 500 transactions. They have consistently achieved Millionaire Real Estate Agent status since 2021 with Keller Williams.

Eric works well with others and works alongside his business colleagues to build culture, improve results and ultimately to help our community succeed. Eric's experience includes but is not limited to real estate, operations management, training, marketing, leadership and sales.

He has been recognized through multiple national awards throughout his career including community leadership awards, volunteerism, employee of the year and others. He has also been recognized as a Top Latino Business Professional by the Hispanic Arts Council in Colorado Springs and was Chair and now current board member of El Cinco de Mayo Inc, a Colorado non-profit that raises funds for underserved students in the area. He has been recognized as a Top Producer for several years and consistently achieves Top tier awards for production and growth.

OUR MISSION AND VISION

Our mission and vision as business professionals is to provide an experience that is not only fulfilling for our clients but one that focuses on the importance and idea that "everyone deserves a place to call home."

In addition, we will provide exemplary guidance for our business partners to achieve their financial goals, whether that means creating opportunities, finding opportunities, or creating financial freedom through real estate.

We will achieve this by putting ethics, professionalism, integrity and compassion behind every phone call, every email, every text, every smile. Our goal is to strive for excellence and achieve greatness.

Homes OF EXPANSION NETWORK

OUR TEAM

Leaders in the real estate industry since 2008, Homes of Colorado Group has built a collaborative, elite family of professionals, who are experts in Colorado and across the country. In the past few years our team has sold over 350 homes, specializing in residential/commercial real estate, luxury properties and worldwide relocation. Since 2019 our team closed a powerful 110+ million in sales volume, making us one of the most successful real estate firms in Colorado and the Nation. In 2021 and 2022 NAHREP (National Association of Hispanic Real Estate Professionals), a national group and reporting agency, ranked our team #2 in Colorado and #45 in the US. With offices in Colorado, and across the country, we are collectively making a difference in the lives of our local community.

OVER 350
HOMES SOLD

TOP KW BROKER
IN AMERICA

ETHICS
PROFESSIONALISM
COMPASSION



DESIGNATIONS



CLIENT TESTIMONIALS

"I had such a pleasant and positive interaction with Eric, Shawn and Wendy while searching for my first home. Not only were all three of them willing to speak with me at all hours of the night, I am quite certain that there wasn't a single question or concern that I had that was addressed in less than 24 hours. The day I found a home go up on the MLS that I was interested in, I contacted Shawn and he got us in to see the home that evening, we put in an offer an hour later and our offer was accepted by 9pm - it all happened so quickly. I couldn't be more thankful for their help, their expertise and their overall caring nature about the importance of such a big new chapter for myself and my little one! I will be back when I'm ready for my next home, most certainly!"

-Samantha, Colorado Springs, CO

"In a competitive market, Eric and his team are the best team to buy a home! From tentatively looking to closing on a home, communication was quick and clear. As a first time homebuyer, Eric did a fantastic job of breaking down each step and setting me up for success! Would recommend to anyone looking to buy a home."

-Kate, Colorado Springs, CO

"Thanks to Eric Estrada and Shawn Gius, these two have been so patient and understanding and made selling our home a great experience. They are very knowledgeable in the real estate market and are very quick to respond to calls or messages. They know how negotiate to get you what you're looking for. Couldn't thank them enough or be more pleased with the whole process!!"

-Felicia and Jose, Colorado Springs, CO

"I would highly recommend Eric and his team!!! He was very professional and responsive from start to finish!! He had an offer on my home in two days and sold it!!"

-Rose, Pueblo, CO

A Promise to the Community

WE LIVE HERE, WE GIVE HERE



RED DAY

RED Day, which stands for Renew, Energize and Donate, is our annual day of service. Each year on the second Thursday of May, we celebrate RED Day as a part of our legacy worth leaving. Making a difference in the lives of others and bettering the communities that we serve lies at the heart of the Keller Williams culture.



ENRICHING OUR COMMUNITY

Habitat for Humanity in Colorado Springs embodies a value close to my heart: HOME. It's where the heart is and the more people who have a home, the more our community can thrive. Each year, I join forces with other like-minded folks and contribute what I can to ensure a strong future for the residents of our town.

A Promise to YOU



To serve the community as a leader in the real estate industry and as a friend and neighbor

To always do the right thing, even if it isn't what is easiest

To take care of your needs at the highest level through unparalleled professionalism and attention to detail. No request is too small

To serve as a trusted local expert and advisor by your side

To consistently and clearly communicate with you in the manner and frequency that you prefer

To treat you and your family with straightforwardness, integrity, and respect at all times

To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction

To hold myself accountable to finding the perfect home for you - after all, that is what my business is built on

Real estate is complicated.

That's where I come in.

At the closing table, my goal is for you to feel that the purchase of your home exceeded all of your expectations, so throughout our interactions - from search to close - I'll work hard to achieve that goal.

When you choose me as your partner, you are not just getting a trusted, respected agent - you are getting a local expert who is passionate about serving our community and those who call it home.

Let's get started.

The Bottom Line



Commonly Used Terms

ANNUAL HOUSEHOLD INCOME

Collective income from everyone in your household before taxes or other deductions are taken, investment income or dividends, Social Security benefits, alimony, and retirement fund withdrawals.

APR

APR refers to the annual percentage rate, which is the interest rate you'll pay expressed as a yearly rate averaged over the full term of the loan. APR includes lender fees in the rate, so it's usually higher than your mortgage interest rate.

APPRAISAL

A written justification of the price paid for a property, primarily based on an analysis of comparable sales of similar homes nearby.

APPRAISED VALUE

An opinion of a property's fair market value, based on an appraiser's knowledge, experience, and analysis of the property. Since an appraisal is based primarily on comparable sales, and the most recent sale is the one on the property in question, the appraisal usually comes out at the purchase price.

CLOSING COSTS

Generally 2 to 5 percent of the purchase price include lender fees, recording fees, transfer taxes, third-party fees such as title insurance, and prepaids and escrows such as homeowner's insurance, property taxes, and HOA fees.

CLOSING DISCLOSURE

A document that provides an itemized listing of the funds that were paid or disbursed at closing.

DEED

The legal document conveying title to a property.

DOWN PAYMENT

A cash payment of a percentage of the sales price of the home that buyers pay at closing. Different lenders and loan programs require various down payment amounts such as 3 percent, 5 percent, or 20 percent of the purchase price.

EARNEST MONEY DEPOSIT

Also known as an escrow deposit, earnest money is a dollar amount buyers put into an escrow account after a seller accepts their offer. Buyers do this to show the seller that they're entering a real estate transaction in good faith.

ENCUMBRANCE

Anything that affects or limits the fee simple title to a property, such as mortgages, leases, easements, or restrictions.

EQUITY

A homeowner's financial interest in a property. Equity is the difference between the fair market value of the property and the amount still owed on its mortgage and other liens.

ESCROW

Putting something of value, like a deed or money, in the custody of a neutral third party until certain conditions are met.

HOMEOWNERS ASSOCIATION FEE

A fee required when you buy a home located within a community with an HOA that typically pays for maintenance and improvements of common areas and may include the use of amenities.

HOMEOWNER'S INSURANCE

Insurance that provides you with property and liability protection for your property and family from damages from a natural disaster or accident. Lenders usually require borrowers to buy homeowner's insurance.

HOME WARRANTY

A contract between a homeowner and a home warranty company that provides for discounted repair and replacement service on a home's major components, such as the furnace, air conditioning, plumbing, and electrical systems.

LENDER FEES

Part of the closing costs of a home purchase and may include an application fee, attorney fees, and recording fees. The lender's underwriting or origination fee is usually 1 percent of the loan amount.

LOAN TYPES

Mortgages have different terms ranging from 10 to 30 years and are available with fixed or adjustable interest rates. Your lender can discuss down payment, insurance, credit requirements, and other specifics of various loan types.

MONTHLY DEBT

The minimum payment on credit card debt; auto, student, and personal loan payments; and alimony or child support. Rent or mortgage for a property that you will pay after your home purchase must also be included.

MORTGAGE

A loan from a bank, credit union, or other financial institution that relies on real estate for collateral. The bank provides money to buy the property, and the borrower agrees to monthly payments until the loan is fully repaid.

MORTGAGE INSURANCE

Insurance that protects the lender and repays part of the loan if the borrower defaults and the loan can't be fully repaid by a foreclosure sale. Usually required on loans with less than a 20 percent down payment.

PROPERTY TAXES

Typically imposed by local governments on real property including residential real estate. The tax rate can change annually, and the assessed value of your property is usually recalculated annually.

PREPAIDS

Prepays are expenses paid at the closing for bills that are not technically due yet, such as property taxes, homeowner's insurance, mortgage insurance, and HOA fees.

THIRD-PARTY FEES

Any closing costs charged by someone other than your lender, typically including fees for an appraisal, a property survey, a title search, owner's and lender's title insurance, and sometimes an attorney.

Contact Me

Here's how you can
get in touch with me

ERIC ESTRADA

719.722.0009

eric@homesofco.com

www.HomesofCO.com

My app: app.kw.com/KW22HWMWL

Homes
OF COLORADO GROUP

KWASPIRE
KELLER WILLIAMS.
KELLER WILLIAMS CLIENTS' CHOICE