

# A Playbook for Agents Working With First-Time Buyers

*Buying a single-family home for the first time is challenging, but even more so in a time of inventory shortages and affordability issues; help ease anxiety by sharing these useful steps.*

## **Three key takeaways**

- ***With inventory down, good listings sell fast, which means agents need to prep first-time buyers to be knowledgeable and prepared.***
- ***Buyers need to understand what an inventory shortage means for their options and budget.***
- ***Agents need a full understanding of the buyer's needs, the available resources to assist buyers and a strong network of industry professionals.***

A house is typically the largest investment people make. It keeps some up at night, worrying if they've budgeted properly to afford the downpayment and the maintenance of the home on top of their regular expenses like food and transportation. The process is an emotional one.



Help potential buyers by walking them through the process and dispelling common myths. One is that many first homes are temporary places to live before buyers trade up. In an era of housing shortages, it may become their long-term, even forever home.

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