

Unlock Hidden Savings: The Ultimate Guide for New Construction Home Buyers

Introduction: The Hidden Costs of New Construction

- **Did you know?** 99% of new construction home buyers leave money on the table.
 - **Why It Matters:**
 - You might miss out on free upgrades, discounts, or extra incentives.
 - Hidden fees and unclear pricing can add up quickly.
 - **Goal:** Learn how to spot hidden costs, uncover extra savings, and discover how our Cashback & Keys (CBK) program can help you get even more value—available across Texas (subject to builder restrictions).
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Why Buyers Leave Money on the Table

- **Common Reasons:**
 - Thinking the price is fixed and not negotiable.
 - Not knowing about available builder incentives.
 - Overlooking small contract details that could save you money.
 - **Remember:** Knowing the details is the first step to saving!
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Understanding New Construction Pricing, Incentives & CBK

- **What Builders Offer:**
 - **Standard vs. Upgrades:**
 - Basic features come with the home.
 - Extra features cost more.
 - **Incentives:**
 - Credits for closing costs
 - Free upgrades
 - Special financing options

- **Cashback & Keys (CBK):**
 - Provides additional cash back or extra value when you buy a new home.
 - Works for residents across Texas—not just in the DFW area.
 - **Note:** Some benefits may be subject to builder restrictions (check the fine print).
 - **Tip:** Always ask what is included and what costs extra.
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Common Hidden Costs & Missed Opportunities

- **Look Out For:**
 - Extra fees not mentioned at first.
 - Upgrades that could be negotiated for a discount—or even free.
 - Missed opportunities for closing cost assistance.
 - **Before You Sign:**
 - Write down any extra fees or add-ons.
 - Compare what they cost with what they should really be worth.
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Steps to Uncover Hidden Savings

- **Step 1: Do Your Research**
 - Find out what incentives are common in your area.
 - Compare prices for upgrades and extras.
- **Step 2: Ask the Right Questions & Negotiate**
 - **Key Questions:**
 - “What upgrades are included in the base price?”
 - “Are there any current promotions, incentives, or CBK benefits available?”
 - “How do these offers compare with other builders?”
 - **Negotiation Tips:**
 - Use competing offers to back up your requests.
 - Bring local market data to support your questions.
 - Be respectful but firm.
- **Step 3: Review the Fine Print**
 - Read every detail in the contract.
 - Look for hidden fees, extra charges, or builder restrictions on CBK offers.

- **Step 4: Get Professional Advice**
 - Consult a real estate expert or financial advisor.
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Hidden Savings Checklist

- **Before Signing Your Contract:**
 - List what is included in the base price.
 - Write down any optional upgrades and their costs.
 - Check for builder incentives and CBK benefits.
 - Look for hidden fees or extra charges in the contract.
 - Prepare your list of questions.
 - **Tip:** Print this checklist and bring it to every meeting.
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Real-Life Success Stories

- **Example:**
 - *When we decided to buy our new construction home, we had no idea we could actually get money back at closing. Our agent at Local Realty MidCities explained their Cashback and Keys program, and we were skeptical at first. But sure enough, we received \$4,300 back when we closed on our dream home! That money helped us buy new furniture and install window blinds right away instead of waiting months to save up. The whole process was straightforward, and that extra cash made moving into our brand-new home even more exciting. Definitely worth checking out if you're buying a new build! Kevin & Joanne S.*
 - **Takeaway:** Simple questions and careful reading can lead to big savings—and our CBK program can help you save even more.
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Bonus Tips & Pitfalls to Avoid

- **Bonus Tips:**
 - Explore financing options that may offer cash-back or other incentives.
 - Consider long-term benefits—a small extra cost now can save you money later.
 - **Pitfalls:**
 - Avoid being too aggressive; negotiate respectfully.
 - Not every extra is negotiable—know what matters most to you.
 - **Reminder:** Always get everything in writing.
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Next Steps & How to Learn More About CBK

- **Ready to Save?**
 - Download and print your Hidden Savings Checklist.
 - Schedule a free consultation with our experts.
 - Join our upcoming webinar for more insider tips.
 - **Ask About CashBack & Keys:**
 - Want to know how our Cashback & Keys (CBK) program can give you extra savings on your new home? Contact us today for more details!
 - **Stay Informed:**
 - Visit our blog for the latest on negotiating new construction deals.
 - Follow us on social media for real-time updates and success stories.
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Final Thoughts

- Your new home is a big investment.
- Don't let hidden costs steal your savings—be informed, ask questions, and negotiate smartly.
- **Take Action Today:** Use this guide to uncover hidden savings and ask us how the CBK program can help you secure every dollar you deserve!

For more help or to schedule a consultation, contact Local Realty Agency Mid-Cities at 817-415-0310 or agents@localrealtymidcities.com.