

Luis Alejandro Lopez

The Smart Buyer System

*A proven approach to help you find and secure the
right home. Confidently and strategically.*

luissellsatlanta.com



Meet Luis Alejandro Lopez

Trusted Real Estate Advisor

- 16+ years in residential real estate
- Over 300 successful closings
- 150+ property renovations
- 95% of my business comes from repeat clients and referrals
- Skilled negotiator and pricing strategist
- Licensed in Georgia and Florida
- Fully bilingual: English and Spanish

*I help you buy smart, protect your investment,
and build long-term wealth through real estate.*



5 Things We Will Cover

- *Your Goals and Readiness*
 - We figure out what you need, what you want, and when you want to move.
- *The Buying Process*
 - I walk you through every step, from getting pre-approved to signing at closing.
- *Smart Offers and Negotiation*
 - I show you how to write a strong offer without overpaying for the home.
- *Inspections and Appraisal*
 - We cover what happens after your offer is accepted, so nothing surprises you.
- *Closing and Move In*
 - I walk you all the way to the finish line, from contract to keys in hand.

Let's Get Ready

Before we start looking at homes, I want to understand your situation. Think about your answers to these questions before our first meeting.

- What is making you want to move right now?
- Have you talked to a lender yet, or gotten pre-approved
- What does your ideal home look like? Think location, size, and lifestyle.
- What are your must-haves? What would be a dealbreaker
- What concerns or questions do you have about the process?
- How soon would you want to move if we found the right home?
- What would make this experience a 10 out of 10 for you?



5

Reasons Buyers Miss Out



Skipping Pre-Approval

Sellers will not take you seriously without it. Get pre-approved before you start touring homes.



Overthinking the Offer

Waiting too long or negotiating too hard on the wrong things can cost you the home.



Working with the Wrong Agent

You need someone who moves fast, knows the market, and protects your interests, not just someone who opens doors.



Emotional Decisions

It is easy to fall in love with a home and ignore problems. That is what I am here to prevent.



Unrealistic Expectations

Understanding the market from day one saves time, money, and frustration.

How to Buy Smart

Buying smart means knowing the value of a home before you make an offer. When you understand what drives price, you can move fast and make confident decisions without overpaying.

What Determines Value

Location: The neighborhood, school district, and local demand all affect price. Two identical homes in different areas can sell for very different amounts.

Size and Layout: Square footage matters, but so does how the space flows. A well-designed smaller home can feel better than a larger one with a poor layout.

Condition and Features: Updated kitchens, newer systems, and good maintenance add value. Deferred repairs subtract from it.

Market Trends: I pull recent comparable sales so you can see what buyers are actually paying right now in your target area.

What Happens When We Start the Search

Strong Activity, Quick Offers on Homes You Like:

You are in the right price range and the right area. Good homes will not last long. When the right one comes up, be ready to move.

Plenty of Homes, But None That Feel Right:

We need to fine-tune your search. Small adjustments in location, style, or features can open up much better options.

Not Much Available, Slow Market Activity:

If we are not seeing enough inventory, I will adjust our strategy early so we do not miss value while we wait.

The market gives us feedback. My job is to listen to it and keep us moving in the right direction.

The Home Buying Process

Phase 1: Preparation

Before we look at a single home, we need to lay the groundwork.

- Define exactly what you need, what you want, and when you want to move
- Get pre-approved with a trusted lender - Set up real-time alerts so you see new listings as soon as they hit
- Understand local pricing and how fast homes are moving in your area

Phase 2: The Search

I am not just looking for a house. I am looking for the right home at the right value.

- Tour homes that match your lifestyle and budget
- Compare value, features, and resale potential on every property
- Track new listings every day so we stay ahead of the competition
- Adjust search criteria as the market shifts or your priorities change

Good preparation saves time, money, and stress. We do not skip this step.



The Home Buying Process

Phase 3: Offer and Negotiation

This is where experience matters most. Writing the right offer is both a strategy and a skill.

- Review recent comparable sales before we write anything
- Craft a competitive, well-structured offer that positions you to win
- Negotiate terms that protect your interests, not just your price
- Stay on top of timelines and paperwork so nothing falls through

Phase 4: From Contract to Keys

Once you are under contract, the work does not stop. I manage every detail so closing day is smooth.

- Schedule the inspection and negotiate repairs if needed
- Confirm the appraisal, title clearance, and final loan approval
- Do a final walkthrough before closing to make sure everything is right
- Sign the documents, fund the loan, and walk away with your keys

Every step is managed with care and precision. You close with confidence, not confusion.



What the Wrong Approach Really Costs You

Without a clear plan, buyers lose deals, overpay, or end up with regrets. Here is how I help you avoid that.

- Weak Pre-Approval: I connect you with trusted lenders fast. You go into every offer with credibility.
- Overpaying: I run the numbers before every offer. You buy smart, not just fast.
- Ignoring Market Trends: You get real-time local data and insights. No guessing.
- Poor Negotiation: I protect your interests at every step.
- Wrong Representation: I move fast, communicate clearly, and act on your goals.

My Commitments

Communication

- Fast responses to your calls, texts, and emails. You will not be waiting around wondering what is happening.
- Clear updates at every stage of your purchase. You always know where we stand.

Expertise and Strategy

- Data-driven advice and skilled negotiation on every deal.
- Honest, straightforward guidance on pricing and value. No sugarcoating.

Results You Can Count On

- Your goals come first. Every decision I make is based on what is best for you.
- Every action is focused on getting you the right home, the right way.



You deserve a smooth, confident buying experience. That is exactly what I deliver.



Client Experience and Technology

Client Experience

- Clear guidance from the very first conversation
- Fast, consistent communication throughout the process
- Regular updates and full transparency at every stage
- Direct coordination with lenders, attorneys, and inspectors on your behalf
- Support that does not stop at closing. I am still a resource after you move in.

Technology and Strategy

- AI-powered home search with instant alerts when new listings match your criteria
- Real-time market data to back every offer you make
- Secure digital signing and document tracking so paperwork never slows us down
- Bilingual support in English and Spanish
- Automated updates that keep you informed without you having to chase anything

*Modern tools. Expert guidance.
A clear path to your new home.*



What Clients Are Saying

You do not have to figure this out alone.

I am here to guide you every step of the way.

Real Results, Real Reviews.

I take pride in delivering results and experiences that clients trust and recommend and you can see more online.

70+ 5-star reviews
on Google

Scan to read full stories and see how real buyers reached their goals

You can see more at:
luissellsatlanta.com



Let's Find Your Next Home

Ready to start your search? Let's find the home that fits your life, your goals, and your future.

When you are ready, reach out and let's talk!

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BRING YOUR GOAL.
I'LL BRING THE PLAN

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SCAN ME

