



Your First Home Book Club

Get Ready for Your Adventure

In the newly revised and expanded edition of *Your First Home: The Proven Path to Home Ownership*, Gary Keller and Jay Papasan provide a roadmap for first-time home buyers.

The book follows the chronological process of purchasing a home. Each chapter is preceded by a first-time home buyer story from a Keller Williams leader and includes actionable advice. At the end of the book, you'll find a glossary of real estate terms and some client handouts.

Your First Home was written to work alongside you, as an agent. It should help educate your potential buyers and let them know how they can leverage your expertise and skills in their homeownership adventure.

This book club guide hopes you familiarize you with how this book can serve as a resource for both you and your clients, as well as prompt you to think about what the home-buying process may be like for potential buyers.

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Please reach out to the KellerINK team if you have questions or feedback: info@KellerINK.com

Preface + Introduction

Questions to Ask:

1. Why is homeownership a goal for most people? What benefits does it offer? (p. 10)
2. What are some of the new trends in first-time homeownership? (p. 15)
3. How can you use the real-life stories of Melissa and Kevin Ankin or Becky and Matt Sirpis (p.14-17) in consultations with your clients?
4. Did any quotes from the book stand out to you or give you an aha? If so, can you share?

Chapter 1: Decide to Buy

Questions to Ask:

1. What about the home-buying process might be intimidating for first-time buyers? What steps might they not know about? (p. 23)
2. How does homeownership open up financial opportunities later? (p. 27)
3. What are the two ways that an owner builds equity in a home? (p. 28)
4. Which of the 7 Fears do you think most affects people in your sphere? (p. 32-45)
5. The Four Principles of the Buying Process are meant to help guide buyers through some of the misguided advice they may have heard. What principle do you encounter the most with your clients and how do you help educate them? (p. 47-51)
6. Did any quotes from the book stand out to you or give you an aha? If so, can you share?

Chapter 2: Find Your Agent

Questions to Ask:

1. Are you able to explain to clients, beyond your knowledge of the real estate transaction, how you can make this process smoother? What are some of your other opportunities to serve? (p. 23)
2. Which of the Seven Duties of a Real Estate agent do you think are most important? (p. 63-66)
3. Are you able to answer each of the Eight Important Questions to Ask Your Agent? What are some ways, beyond a conversation with a potential buyer, that you can show your expertise on your website, social media, or elsewhere? (p. 66-67)
4. At what point in your relationship with a new client should you ask them to sign a Buyer Representation Agreement? (p. 70)
5. Did any quotes from the book stand out to you or give you an aha? If so, can you share?

Chapter 3: Secure Financing

Questions to Ask:

1. Which of the four basic factors of a mortgage is the highest concern for your sphere right now? How can you advise them? (p. 79-88)
2. The Suitcase Principle reminds us that while buyers often are concerned about a mortgage interest rate, it is the monthly payment that affects their lifestyles (p.89). How do you or your lending partner help clients understand this principle?
3. Creative financing can help create opportunities that traditional lending does not. What strategies, like house-hacking, do you feel comfortable advising buyers on? (p. 95)
4. When do you advise clients to being preapproval for mortgages? (p. 104)
5. Did any quotes from the book stand out to you or give you an aha? If so, can you share?

Chapter 4: Identify Your Criteria

Questions to Ask:

1. First-time home buyers may need help determining what their priorities are in the property they are looking for. What questions do you use to help them uncover their wants and needs? (p. 115-119)
2. Knowing a variety of property types can help start the life-long homeownership journey. Do you have relationships with condominium developers or leasing agents? What other strategic allies might you need? (p. 122-124)
3. Are there any unique characteristics of your market that a first-time buyer should know about? (p. 131)
4. Does your buyer consultation anticipate the questions a first-time buyer may have? (p. 131)
5. Did any quotes from the book stand out to you or give you an aha? If so, can you share?

Chapter 5: Find Your Home

Questions to Ask:

1. Have you and your buyers decided on a way to communicate about listings on the MLS and how frequently they should contact you? (p. 138)
2. A buyer's job is to see if a home matches their wants and needs. What is it the agent's job to know? (p. 141-143)
3. Creating a system for evaluating homes and remembering details can help make the home-touring process more manageable. What system do you use? (p. 145-147)
4. Did any quotes from the book stand out to you or give you an aha? If so, can you share?

Chapter 6: Make An Offer

Questions to Ask:

1. Which of the Three Components of an Offer do you think is the most important? (p. 154)
2. Although seller's markets are traditionally thought of as more challenging for first-time buyers, what might be some challenges for first-time buyers during a buyers' market? (p. 158-159)
3. How would you keep buyers motivated during a challenging market or search? (p. 171-172)
4. Did any quotes from the book stand out to you or give you an aha? If so, can you share?

Chapter 7: Perform Due Diligence

Questions to Ask:

1. Part of being a fiduciary is helping clients' stay away from a bad deal, even if it means delaying a sale. How do you understand your clients' criteria or standards so that you can advise them? Have you ever had to walk away from a sale due to a bad inspection? (p. 180)
2. What tools or resources do you have to help a client understand an inspection report? What is your usual process? (p. 185)
3. As many mortgages require home insurance, how do you advise your clients in selecting an insurance provider? Do you have a strategic relationship with an insurance broker? (p. 191-195)
4. Did any quotes from the book stand out to you or give you an aha? If so, can you share?

Chapter 8: Close

Questions to Ask:

1. Closing day is one of the most emotional days of the home-buying journey. It's also a great opportunity to provide service or create a lasting impression on your clients. Do you have any closing day extras you provide? How do you celebrate with your clients? (p. 202)
2. Which of the 6 Preclosing Verifications do your first-time buyers tend to struggle with, if any? What can you do to help them? (p. 203-209)
3. How do you follow-up with clients after they close? Do you put them on a different touch plan? Explain.
4. Did any quotes from the book stand out to you or give you an aha? If so, can you share?

Chapter 9: Move In and Protect Your Investment

Questions to Ask:

1. What kind of move-in advice can you provide your clients? Is this kind of customer care part of your value proposition? (p. 222-224)
2. Do you have a network of landscapers, electricians, and other professionals that homeowners will eventually need? How can you leverage them to help your clients and keep you top-of-mind? (p. 225-229)
3. Did any quotes from the book stand out to you or give you an aha? If so, can you share?



Chapter 10: Enjoy Service for a Lifetime

Questions to Ask:

1. What home improvements have you seen greatly affect home values in your market? (p. 239-247)
2. Did any quotes from the book stand out to you or give you an aha? If so, can you share?