A BUYER'S GUIDE | SOUTH JERSEY

The A.I. Home Search Advantage

Find the Right Home Faster, Smarter,
With Fewer Wasted Tours

FREE 9-PAGE GUIDE





A.I. CERTIFIED AGENT

Bob Millaway

A.I.-CERTIFIED AGENT

Epique Realty | South Jersey

A clear, four-step way to search: get your criteria right, let the list get narrow, tour with purpose, and close without surprises.

WHERE MOST SEARCHES GO WRONG

Sound Familiar?

Almost every buyer I meet starts in the same place: a phone full of alerts, one free Saturday, and no reliable way to tell which homes are worth the drive. The searching is not the hard part. Knowing where to aim it is.

- **The list is endless, so it becomes the plan.** New listings arrive all day. Nothing in that stream tells you which ones actually fit your life.
- **Photos flatter. Details hide.** Wide lenses, bright staging, and a description written to sound like every other description.
- **Weekends disappear into tours that were never going to work.** Three homes in, you know it is not the one, and the afternoon is gone.
- **The same question gets five different answers.** One site says this, a neighbor says that, and none of it is about your situation.
- **By the time you understand the market, you have missed homes.** Patterns only show up after you have been out there a while. That is expensive learning.
- **You end up choosing from what is left, not from what fits.** Decision fatigue arrives right when the offer has to be written.

None of that is a discipline problem. It is a sorting problem. When the sorting gets better, the whole search gets calmer, and you stop paying for miles you did not need to drive.

WHAT ACTUALLY CHANGES

The A.I.-Powered Advantage

The advantage is not a computer picking your house. It is a smaller, sharper list before anyone gets in the car. A.I. tools do the sorting and the checking, so our time together goes to judgment and to the homes that survive the screen.

- **Your criteria become a filter, not a wish list.** You tell me the life you want on a normal Tuesday. That turns into the things I can check against a listing before we ever schedule a tour.
- **Homes get screened before they get scheduled.** Listings, records, photos and the details sellers leave out are compared against your criteria, and anything with a question mark is flagged early.
- **You see the reasoning, not just a ranking.** Every home that stays on your list comes with one plain sentence about why it fits and one thing to confirm in person. No black box.
- **The noise drops and the matches rise.** Tighter alerts and a short weekly review mean less to read and far fewer tours that end in the driveway.

WHAT STILL COMES FROM ME

The tools sort. They do not decide. Local knowledge, the call to a listing agent, how a block feels at 5:30 on a weekday, and what a seller is actually motivated by still come from a person who has worked this ground for a long time. The A.I. buys us the hours to use them.

> BOB'S TIP
>
> A shorter list you fully understand beats a longer list you have to sort at ten o'clock at night. If you cannot say why a home is on your list, it does not belong there.

STEP ONE

Understand Your Criteria

01

Before we look at a single home, we get clear about what you are actually buying. Not the house you like in a photo. The life you want on an ordinary weekday.

- **Start with the number, not the neighborhood.** A lender conversation first, in monthly payment terms you can live with, so the search has a real ceiling.
- **Separate must-haves from nice-to-haves.** Write both lists. The second one is where the trade-offs live, and it is usually longer than buyers expect.
- **Name the trade you will make.** Space, commute, condition, land or price. Most buyers can have three. Knowing which one you will release keeps the list honest.
- **Give location a shape.** The towns, the drive time, and the routes you would actually take. Then we look at how blocks differ street by street.
- **Set the timeline and the decision makers.** Who has to see the house, who has to agree, and whether a lease end or a work start date puts a date on this.
- **Say what you would walk away over.** Foundation, flood history, a busy road, a shared driveway. Better to name it now than find it on a tour.

> BOB'S TIP
>
> Bring the list of homes you already love. What you saved tells me more about your real criteria than any questionnaire I could send you.

STEP TWO

Compare and Search

02

Now the search gets narrow instead of loud. Your criteria go into the alerts, and the screen does the first pass before your calendar fills up.

- **Your criteria drive the alerts.** Tighter settings, fewer emails, and the matches that do arrive are worth opening.
- **Every home gets screened before it gets scheduled.** Listing details, public records, photos and the questions sellers avoid get checked against your list.
- **Flags get confirmed early.** Roof age, an addition, a flood zone, a well or a septic. We learn what we are looking at before the tour.
- **You get a short list with reasons.** Three to five homes, each with one line on why it fits and one line on what to confirm.
- **We review the list each week.** New homes come on, prices move, and something you passed on may now be worth a second look.
- **Ask for the detail behind any home.** Nothing on your list is there without a reason, and nothing comes off without one either.

> BOB'S TIP
>
> Watch how quickly you can rule a home out. That is the skill that saves weekends, and it sharpens with every list we compare.

STEP THREE

View With Purpose

03

A tour is thirty minutes and a lot of attention. We walk in with a question to answer, not a feeling to chase.

- **Bring the list and the one thing to confirm.** Every home on the tour has a job. If we cannot answer it in the room, we ask before we leave.
- **Systems and structure first, staging last.** Roof, windows, heat, water, foundation, grade. The pretty parts can wait until the expensive parts check out.
- **Follow the water.** Basement walls, grading, downspouts, ceilings, and the low corner of the yard after a rain.
- **Take notes and photos the same way every time.** Same rooms, same angles. Three homes blur together by Sunday unless you write it down.
- **Drive the commute at the real hour.** Morning to work, evening home. The drive you test on a Saturday is a different drive on a Tuesday.
- **Ask what stays and what you buy in week one.** Appliances, fixtures, window treatments. Then price the first month of ownership honestly.

> BOB'S TIP
>
> If you cannot say in one sentence why a home stays on your list after the tour, it comes off. That single rule keeps the process short.

STEP FOUR

Offer and Close

04

The offer is where the preparation shows. By now the home is not a hunch. It is a file of evidence and a set of terms you understand.

- **Build the price from evidence.** Recent sales, condition, days on market, and how much real competition is in the room.
- **Separate the terms that protect you from the terms that win.** Inspection, financing, appraisal, timeline. Each one is a decision, not a default.
- **Know your ceiling before the negotiation starts.** Deciding your limit while you are excited is how buyers overpay.
- **Read the documents with your attorney.** The contract, the disclosures and the title work belong with a licensed professional, not a summary from me.
- **Protect the dates.** Inspection, mortgage, appraisal, title, and the final walk-through. One missed date creates the problems.
- **Plan the first week of ownership.** Utilities, locks, insurance, movers, and the small repairs you already know about.

> BOB'S TIP
>
> The strongest offer is not always the highest. It is the one the seller believes will close. Terms and proof do a lot of that work.

WHERE PEOPLE SEARCH

Places to Call Home

The practice covers Burlington, Camden, Gloucester and Mercer Counties. Four counties, four different shapes of a day. Here is the short version of each.

Burlington County	River towns along the Delaware to the west, farmland opening to the east, and communities such as Moorestown, Mount Laurel and Medford in between.
Camden County	The closest county to Philadelphia, from Cherry Hill and its neighbors out to older streetcar suburbs and newer construction.
Gloucester County	More land and newer subdivisions, with an easier run to Route 55, the bridges and the southern part of the state.
Mercer County	Princeton and the Route 1 corridor, the state capital, and the towns that follow the Delaware north.

TOWN BY TOWN

I do not rank towns for you. I show you the facts and we match them to how you actually live. Ask me for the town level detail: housing stock, lot sizes, township rules, commute times, and what moves quickly versus what sits.

THE INVITATION

Let's Get Started

You do not need to have this figured out before we talk. Most people call me with a town, a timeline and a lot of questions, and that is a perfectly good place to start.

If you are months away, we can still map it. We will look at what your budget really buys, which towns fit the way you live, and what you should have in place before you tour. If you are weeks away, we go straight to the list.

Either way, you leave the first conversation with a plan and a short list, not a sales pitch.

Bob Millaway

A.I.-CERTIFIED AGENT | EPIQUE REALTY

CALL OR TEXT 856-426-1522

EMAIL bob@robertmillaway.com

WEBSITE robertmillaway.com

No pressure, no obligation.

A NOTE ON ADVICE

This guide is general information, not advice about your situation. Questions about contracts, title, disclosures or the purchase agreement belong with your attorney. Tax questions belong with your tax adviser, and financing questions belong with your lender. Property details, measurements and records should be verified independently before you rely on them.

EQUAL HOUSING OPPORTUNITY