

**kw** UTAH REALTORS  
KELLERWILLIAMS.

YOUR GUIDE TO

# HOME

THE HEAP MADSEN TEAM





# HEAP MADSEN TEAM

Meet your Team of Real Estate Professionals.

HEAP MADSEN TEAM

With over 60 years of combined Real Estate experience, The Heap Madsen Team prides ourselves in being professional, trustworthy, knowledgeable, and efficient in all that we do. Our experience in Real Estate ensures we are well versed in Buyers, Sellers, Investors, Developers, and Builders. So no matter what your Real Estate goals are, we are confident we can help you achieve your dreams! To us, being a Realtor means more opportunities to develop relationships that can last a lifetime!



**Jeff Heap**  
KELLER WILLIAMS PARK CITY  
ASSOCIATE BROKER  
✉ jeff@jeffheap.com  
📞 801-631-6186



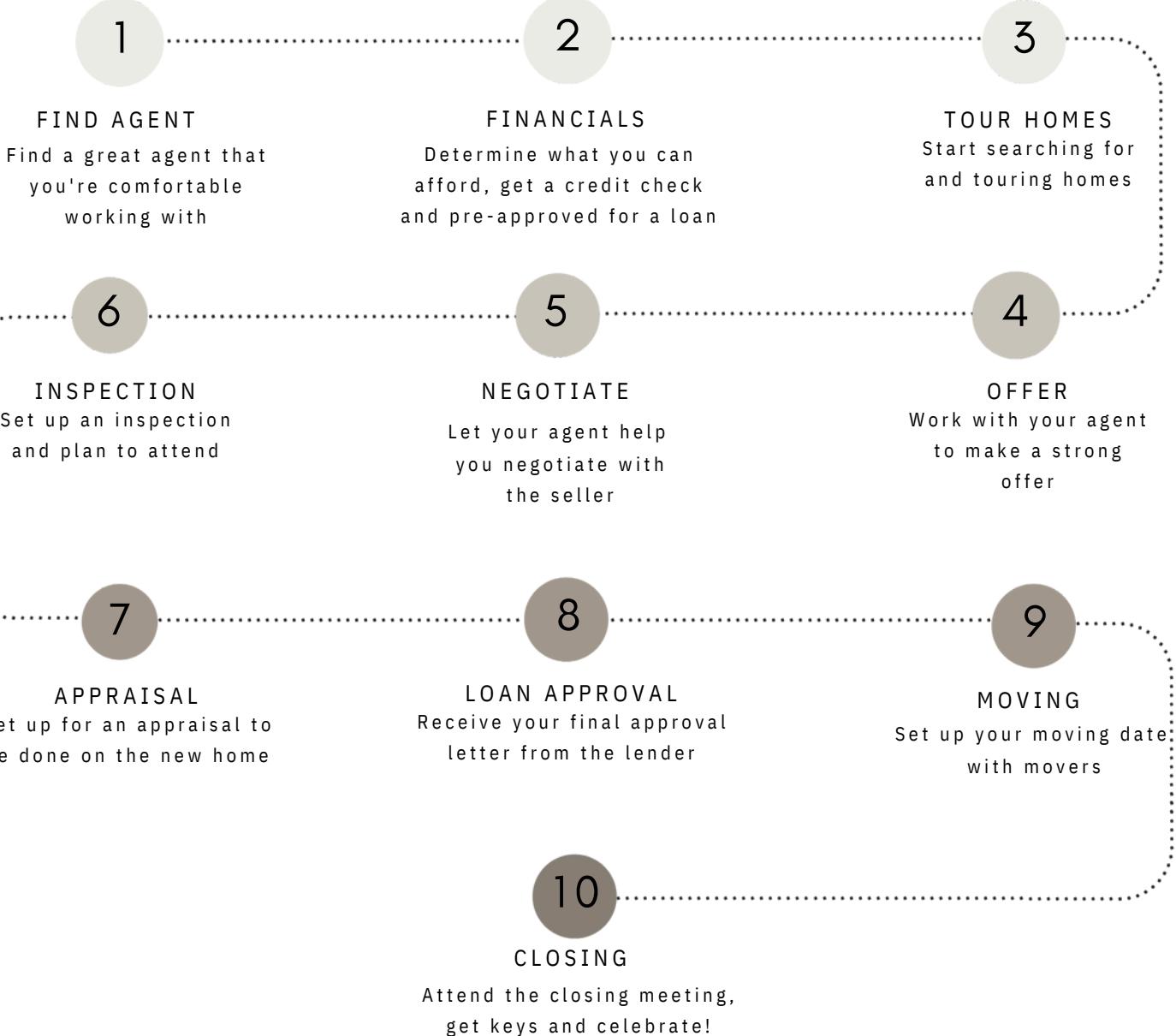
**Brook Madsen**  
UT REALTOR®  
✉ brookmadsen@gmail.com  
📞 801-979-2648



**Bradyn Heap**  
UTAH & REALTOR®  
✉ bradynheap@gmail.com  
📞 801-641-0741

# HOME BUYER'S *Roadmap*

Use this roadmap as a quick overview of the buying process. If you have any questions, please reach out to your realtor!



# OUR COMPETITIVE ADVANTAGE

## KNOWLEDGE

On top of state required Realtor training, Keller Williams offers the #1 Real Estate Training courses in the nation. Helping us stay ahead of trends in the real estate industry through comprehensive, industry-leading curriculum and research resources. We are always learning, keeping us prepared for any situation!

## LOCAL EXPERT

With our combined experience, we are experts on all things UT Real Estate. Aside from knowing this market Inside and out, being involved In the community has shown me what makes it unique. We have maintained a close relationship with our preferred vendors. We are full of recommendations for anything you might be searching for in the area!

## TECH-ENABLED

Based on customer and agent feedback gathered from all over the world, we developed a suite of leading edge, customer-centric tools that work in your favor, complementing your experience for faster, best-in-class results. With a massive amount of data at my fingertips, I'm able to foresee even the smallest micro trend coming down the pike, giving you the full story before you proceed.



## THE PROOF IS IN THE NUMBERS

---

Top Producing Team KW  
SLC 2025

Heap Madsen Team  
Crimson club group #1  
Contracts closed  
Listings taken  
Contracts written

---

Brook Madsen

Jeff Heap

Bradyn Heap

---

**KW COMPARED TO THE  
ENTIRE LOCAL MARKET**  
AVERAGE DAYS ON  
MARKET IS 2 DAYS LESS  
AVERAGE SOLD PRICE  
IS 26K HIGHER

Source: headquarters.kw.com

# KELLER WILLIAMS

# OUTPERFORMS

## THE VIEW FROM THE TOP

---

**Forbes**

2023-2024 AMERICA'S BEST EMPLOYERS FOR  
DIVERSITY



BEST OF STATE  
REAL ESTATE SERVICES IN  
UTAH  
2018-2024

2023 NAR 30 UNDER 30

2024 BEST PLACES TO WORK

**Newsweek**

2024-2025 TOP FRANCHISES FOR WOMEN

2024 REAL TRENDS VERIFIED 500



glassdoor

2024 TOP FRANCHISES FOR VETERANS

2024 MOST PROFITABLE FRANCHISES



2024 SWANEPOEL POWER  
200



12 % OF TOP 500

2024 INMAN AI AWARD FOR "BEST  
USE OF AI BY A BROKERAGE"

2024 INMAN INNOVATOR AWARD FOR "MOST INNOVATIVE  
INDUSTRY PODCAST"

Source: headquarters.kw.com

# THE PROCESS



## FINDING A LENDER:

Choosing your Lender is the first step! Lucky for you, I have many preferred lenders who I trust and have worked with several times. You can compare Lenders rates and packages and decide what works best for you!

## PRE QUALIFICATION:

Once you choose your lender, they will get you Pre Approved so we know exactly how much you can afford. They will do a credit check as well as gather several documents from you such as, W2's, paystubs, identification, and other Tax forms. It is recommended to get Pre Qualified before starting the home search process.

## HOME APPRAISAL:

Once Under Contract on your home, your lender will order an Appraiser to go and perform an Appraisal. This is due on the Finance & Appraisal Deadline in the Purchase Contract. This will verify that you are paying a fair market price for the home.

## FINAL APPROVAL:

Once the Appraisal is cleared, your loan will go into Under Writing for Final Approval! They will verify all financial information, income, taxes, HOA, insurance, etc. This is typically 3-4 weeks after going Under Contract, but can be quicker, or longer depending on certain variables.

## CLOSING:

As soon as the loan is finalized, we are ready to close! During Closing, you will sign Documents at the Title Company's office. They will go over important information and any questions. With your loan complete and closing documents signed, it is typically 24-48 hours after that you will get the keys to your new home!

THE  
W  
A  
Y  
O  
F  
H  
O  
M  
E  
C  
L  
O  
S  
I  
N  
G

# INITIAL DOCUMENTS

## > Exclusive Buyer Broker Agreement

- Goes over the Representation agreement between myself as your agent, and my brokerage.

## > Buyer Broker Disclosure Addendum

- Discloses Keller Williams SLC Business Affiliate with Real Advantage Title

## > Due Diligence Checklist

- Goes over your rights as the buyer to inspect the home during the Due Diligence period, once Under Contract.

## > Home Inspection Waiver

- Explains the difference between an Appraisal and a Home Inspection and emphasizes the importance of getting a Home Inspection.

## > Wire Fraud Disclosure

- Goes over the importance of keeping your money protected during Wire Transfers.

# YOUR HOME SEARCH

## THE BASICS

- Estimated Price Range? \$\_\_\_\_\_ To \$\_\_\_\_\_
- What Counties & Cities would you like to be in?

Any you would like to AVOID?

- Would you be interested in a New Construction?

- What Types of Homes do you want to see?

<input type="checkbox"/> One Story	<input type="checkbox"/> Split Entry/ADU	<input type="checkbox"/> Mobile/Manufactured
<input type="checkbox"/> Two Story	<input type="checkbox"/> Townhome	<input type="checkbox"/> Duplex/Twin Home
<input type="checkbox"/> Split Level	<input type="checkbox"/> Condo	

- How Many Bedrooms? \_\_\_\_\_ to \_\_\_\_\_

- How Many Bathrooms? \_\_\_\_\_ to \_\_\_\_\_

- Square Footage? No Less than \_\_\_\_\_ No More than \_\_\_\_\_

- What Features are most important to you?

<input type="checkbox"/> Central Heat & A/C	<input type="checkbox"/> Fireplace
<input type="checkbox"/> Carpet	<input type="checkbox"/> Pool/Hot Tub
<input type="checkbox"/> Hardwood Floors	<input type="checkbox"/> “In-Law” Apartment (Accessory Dwelling Unit)
<input type="checkbox"/> Backyard	<input type="checkbox"/> Lots of Windows
<input type="checkbox"/> Large Backyard	<input type="checkbox"/> HOA
<input type="checkbox"/> Finished Basement	<input type="checkbox"/> Covered Garage

- Any other specifications?

# REAL ESTATE TERMS

## PRE-APPROVAL

A pre-approval is a preliminary evaluation conducted by the lender to show that the buyer has the funds to purchase up to a certain amount. This is extremely helpful when you find a home you're ready to put an offer on.

## OFFER

An agreement between a buyer and a seller to purchase a piece of real estate. This is sometimes referred to as a sales contract.

## CONTINGENCY

When an offer is accepted by the seller, but there are certain conditions that must be met before the sale is final.

## CLOSING COST

The fees that are paid at the end of the purchase by either the buyer, seller or both. These include taxes, insurance and lender expenses.

## EARNEST MONEY

Also known as "good faith" money, this is money put up by the buyer into a trust or escrow account. This action shows the buyer is serious about purchasing the home.

## TITLE SEARCH

A title search proves that the property is, in fact, owned by the seller. You can also purchase title insurance to make that no issues that arise later.

## APPRAISAL

The appraisal is the value given to a property based on comparable properties that have recently sold. This is typically required by the lender in order to decide if the requested loan amount is in alignment with the value of the property.

## HOME INSPECTION

An inspection is a professional examination of the property's condition. Your agent can recommend a qualified home inspector for you.

## DISCLOSURES

All seller's are required to fill out a property disclosure stating what they know about the property - good or bad.

## CLOSING

This is the final step of your real estate transaction. At closing the funds from the buyer are provided to the seller and the buyer receives the keys. This process typically takes an hour.



THE HEAP MADSEN TEAM

1245 Brickyard Rd, Suite 500

Salt Lake City, UT 84106

[heapmadsenteam@gmail.com](mailto:heapmadsenteam@gmail.com)

---

**kw UTAH REALTORS**  
KELLERWILLIAMS.