



# The Strategic Buyer Workbook

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A living, printable workbook to help buyers evaluate homes clearly, calmly, and confidently.



## The Strategic Advantage

Most buyers enter the market with good intentions but no real system. This workbook exists to slow the process down, capture what matters, and support confident decisions — whether you print it or use it on a tablet.



## Property Snapshot 1

**Property Address**

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**Date Viewed**

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**Asking Price**

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**Neighborhood Notes**

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**Neighborhood Notes**

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**Top 3 Things I Liked**

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**Top 3 Things I Liked**

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**Top 3 Things I Liked**

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**Top 3 Concerns**

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**Top 3 Concerns**

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**Top 3 Concerns**

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**Non-Negotiables Met? (Yes / No / Partially)**

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**Overall Gut Reaction**

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**Overall Gut Reaction**

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## Property Snapshot 2

**Property Address**

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**Date Viewed**

---

**Asking Price**

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**Neighborhood Notes**

---

**Neighborhood Notes**

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**Top 3 Things I Liked**

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**Top 3 Things I Liked**

---

**Top 3 Things I Liked**

---

**Top 3 Concerns**

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**Top 3 Concerns**

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**Top 3 Concerns**

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**Non-Negotiables Met? (Yes / No / Partially)**

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**Overall Gut Reaction**

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**Overall Gut Reaction**

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## Property Snapshot 3

**Property Address**

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**Date Viewed**

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**Asking Price**

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**Neighborhood Notes**

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**Neighborhood Notes**

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**Top 3 Things I Liked**

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**Top 3 Things I Liked**

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**Top 3 Things I Liked**

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**Top 3 Concerns**

---

**Top 3 Concerns**

---

**Top 3 Concerns**

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**Non-Negotiables Met? (Yes / No / Partially)**

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**Overall Gut Reaction**

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**Overall Gut Reaction**

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## Property Comparison

Feature	Home A	Home B	Home C
Price			
Layout / Flow			
Condition			
Location			
Light / Feel			
Overall Rank			



## Decision Anchors

**If I buy this home, what am I saying YES to?**

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**If I buy this home, what am I saying YES to?**

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**What am I saying NO to?**

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**What am I saying NO to?**

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**Will this home still work for me in 3–5 years? (Yes / Unsure / No)**

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## How to Use This Workbook

Bring this workbook to every showing. Use it immediately after tours. Clarity fades quickly — writing locks insight in place. If questions arise, bring this to your strategy session.

## Next Step

Schedule a Strategic Buyer Call when you're ready to review your notes and align next steps.