WTM
MEDIA
Why These Matter



INDEPENDENT EDITORIAL INTELLIGENCE

Before You Buy the House

Look beyond the asking price. Examine ownership costs, inspection limits, location, contract protections and the conditions under which walking away is the better decision.

WTM MEDIA
Why These Matter



VISUAL INTELLIGENCE · 01

The mortgage is not the monthly cost

Underwrite the whole household, not just the loan.

WTM

MEDIA

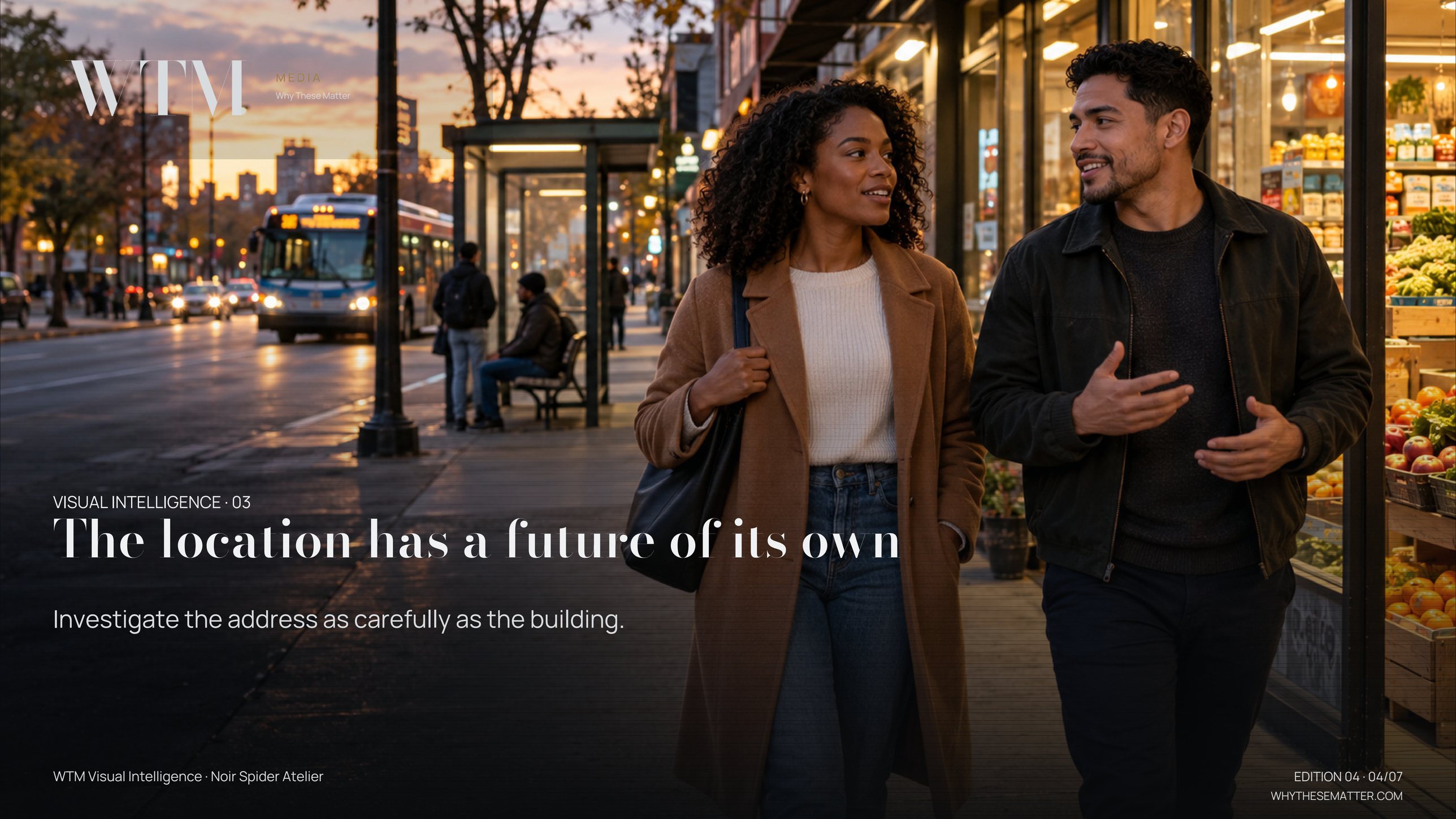
Why These Matter



VISUAL INTELLIGENCE · 02

Inspect what styling conceals

A valuation and an inspection answer different questions.



WTM MEDIA
Why These Matter

VISUAL INTELLIGENCE · 03

The location has a future of its own

Investigate the address as carefully as the building.

WTM MEDIA
Why These Matter



VISUAL INTELLIGENCE · 04

The contract allocates risk

Know the deadline and the consequence.

WTM MEDIA
Why These Matter



VISUAL INTELLIGENCE · 05

Decide when you would walk away

Set the walk-away conditions while you are calm.

WTM MEDIA
Why These Matter

Research, decisions and context

Evidence review · 18 October 2026 · WTM Media editorial production

Use this intelligence

01 Underwrite the whole household, not just the loan.

02 A valuation and an inspection answer different questions.

03 Investigate the address as carefully as the building.

04 Know the deadline and the consequence.

05 Set the walk-away conditions while you are calm.

Editorial boundaries

US mortgage and flood-information sources support general due diligence. Contracts, title, insurance and legal protections vary. Obtain property-specific information and appropriate local advice before committing.

[1] CFPB · Loan Estimate explainer

www.consumerfinance.gov · Separate principal and interest, escrow, other costs and cash to close.

[2] CFPB · Schedule a home inspection

www.consumerfinance.gov · Independent inspection, appraisal distinction and contractual timing.

[3] FEMA · Flood Map Service Center

msc.fema.gov · Official NFIP flood-hazard information; maps may change.

Visual provenance

Illustrative scenes with fictional adults. These visuals support the analysis; they do not document reported events or identify actual research participants.
WTM Visual Intelligence · Noir Spider Atelier.