

# Your Personal Buyer Profile.

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Most agents ask how many bedrooms you want. I want to know why you're buying — then build a complete picture of exactly what the right home looks like for you.

**From our very first conversation, I build something most agents never create:**  
a complete buyer profile that guides every decision — from your first search alert to closing day.

## 1 Your Why & Motivation *The emotional foundation behind the decision.*

- Why you're buying — the real reason, not the practical one
- What owning this home actually means to you
- Your readiness and what's standing in the way
- The experience you want, from search to closing

## 2 Your FLEX Search Blueprint *A precision-built MLS search — every advanced field used.*

- Price, beds, baths, sq ft, lot size, year built
- Heating, cooling, water source, sewer — the details that matter
- Architectural style, construction type, HOA status
- Louisville zip codes + micro-neighborhood polygon draws

## 3 Feature Filters & Keywords *Every feature ranked and mapped to real MLS fields.*

- Hard filters built directly into your FLEX search
- Remarks keyword searches for things without checkboxes
- Rooms, outdoor features, condo amenities — all covered
- Green features, EV charging, accessibility — nothing missed

## 4 Your Guiding Principles *The 3 things you can't live without — in your words.*

- Your non-negotiables at every single showing
- Absolute dealbreakers — eliminated before scheduling
- The street and neighborhood vibe that actually fits you
- What would seal the deal — and your 85% threshold

## 5 Offer & Inspection Strategy *Your profile follows us all the way through closing.*

- Watch-fors flagged before we write any offer
- Contingency and financing strategy for your situation
- Inspection priorities drawn from your must-haves
- Negotiation lens built around what matters most

## 6 Psychology & My Read *The part most agents skip — the part that saves deals.*

- Where you're excited vs. nervous — and how I adapt
- Who's in your corner (and who might complicate things)
- Your communication style, pace, and decision triggers
- My honest read, so I show up exactly how you need

### The goal isn't to find you a house. It's to find you the right one.

This profile is our shared reference point — from the first search to the final negotiation. When a home checks your boxes, we already know what to do. When it doesn't, I'll tell you — even if it's the one you fell in love with on Instagram at 11pm. That's what I'm here for.

Notes

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