

New Book Gives San Francisco Home Buyers a Practical Guide to Winning in a Competitive Market

Second edition of Insider's Guide to Home Buying gives Bay Area buyers a framework for evaluating property and competing in a fast moving market.

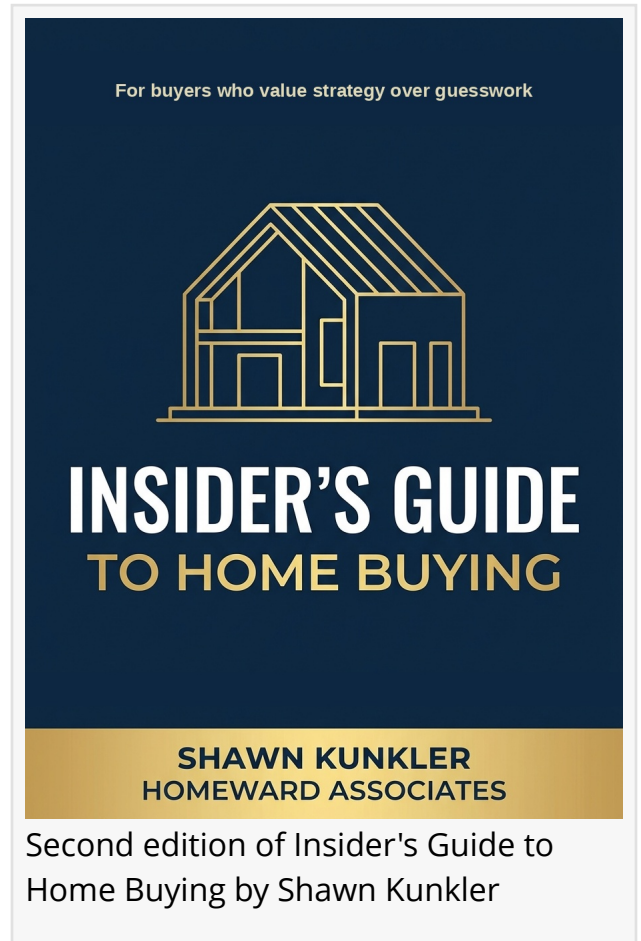
SAN FRANCISCO, CA, UNITED STATES, September 15, 2026 /EINPresswire.com/ -- Shawn Kunkler, a San Francisco Realtor and founder of [Homeward Associates](https://www.homewardassociates.com/), has released the second edition of Insider's Guide to Home Buying, an updated resource for buyers entering the San Francisco and Bay Area housing market.
<https://www.homewardassociates.com/>

In San Francisco, buyers often contend with limited inventory, short listing windows, wide variations in value from neighborhood to neighborhood, and competition for well priced homes. Kunkler said the second edition was updated to reflect the practical work that happens beyond online listing searches, including on the ground property assessment, agent to agent communication, and contract strategy that can shape both the outcome of an offer and the buyer's long term experience with a property.

"Looking at homes is the easy part," Kunkler said. "The harder part is determining what you may not see in the listing photos, understanding the seller's priorities, and knowing how to compete without making a decision you will regret later. Buyers need a process that holds up when there is pressure."

What the Second Edition Covers

How to prepare for a home purchase before beginning a serious search



How to set a budget, identify priorities, and weigh tradeoffs based on a buyer's financial comfort level and lifestyle goals

How to read local market conditions and assess pricing in San Francisco's neighborhood by neighborhood market

How to evaluate a home beyond the listing photos, including property disclosures, condition issues, unpermitted work, potential structural concerns, light, noise, and block level differences that can affect everyday living and resale value

How to compare homes and neighborhoods through in person property visits and site level due diligence before writing an offer

How offer terms, contingencies, inspections, appraisal, financing, and timing can affect a seller's decision

How to approach multiple offer situations through direct listing agent communication, negotiation, and an understanding of the factors driving a seller's decision

How to structure an offer that is competitive while remaining aligned with the buyer's risk tolerance, financial position, and long term goals

Kunkler has represented Bay Area buyers and sellers across \$47.7M+ in closed transaction volume, spanning 41 high stakes transactions. He said the book is intended to give buyers a practical reference point throughout the process, rather than another overview of how to search for homes online.

"Every buyer is working with a different budget, timeline, and tolerance for risk," Kunkler said. "A good offer is not simply the highest number. It is an offer that makes sense for the buyer, accounts for risk where possible, and is backed by a clear understanding of the current state of the property."

Insider's Guide to Home Buying (Second Edition) is available now:

Paperback, \$14.99, ISBN 978-0-9997829-3-4

Kindle edition, \$4.99, ISBN 978-0-9997829-2-7

[Buy on Amazon](#)

About Shawn Kunkler

Shawn Kunkler is a San Francisco Realtor, founder of Homeward Associates, top 1% Realtrends and host of the [Realtor180](#) Podcast. He represents residential buyers and sellers in San Francisco and throughout the Bay Area. His work emphasizes detailed property evaluation, direct negotiation, and helping clients make well informed real estate decisions in competitive market

conditions.

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