

How To Write An Offer That WINS

Anyone having competing offers when you represent a buyer.... and LOSING?
Here's how to WIN.

SO THEY CAN **BUY A HOUSE**. THEY HIRED US HELP TO BUY A HOUSE.

Set that execution for yourself before you start.

Helps you be very clear in looking seeing and telling the truth.

I AM LOOKING OUT FOR YOUR BIG PICTURE.

#1 Set the Correct Expectations for Buyers before you start showing property. What is YOUR list for that?

The market trends are _____. Why there is urgency.

WHY it's critical to be pre-approved.

Timeframe - how long will it take...

How many to see. ONE is enough to see, if it's the right one.

Why we DON'T LOOK AT things that don't match.

Why NOT to offer low.

We may get lost, a house be open-able after all, something we think

There will probably be a counter offer.

There will be inspection issues.

There may be appraisal issues.

DO YOU USE A FORM and GO OVER IT: "What it takes to buy a home"

USE a Presentation that is the Home Buying Process Overview.

2. When you find a house... working HARD on the offer price and terms... not just being a form-filler-outer for whatever they say to do. *You have an AGENCY RELATIONSHIP which means you MUST offer your best options and ask the tough questions.*

• #1 ASK the Listing Agent for details. Ask the questions you'd ask a Seller.

• If you miss this house over \$1.75/day will you be kicking yourself because we have to start all over again? You LOVE this house.

• Figure out what the down payment and monthly payment is on at least 3 prices.... Cost sheet 210 - 220 - 230. **It's not that big of a difference when we look at how much down and how much a month?**

• Show the buyer the monthly payments at full price, over full price, and what they want to offer. Note how little the difference is and how losing a house over \$XX may not be worth the cost of finding another home and perhaps ending up paying even more (prices and rates are both rising).

• How long will you own the house? \$20K spread over the life of the loan and you only intend to own it 5 years is only X out of your pocket... not the whole \$20K.

• What the absolutely best offer you can make and feel great about buying and living in this home 45 days from today?

• If still unreasonable... Ask the buyer to prove their price to you based on the comps.

#3 When you have the best offer you can get, how to get the offer accepted? PRESENT IT WELL.

• PROVE your offer with the comps. DO a CMA. Show this as much as we think we can get to appraise for.

• Ask the buyer to help you write a cover letter. USE EMOTION as well as Logic. Even the toughest investor owner has a heart... and if she doesn't, her agent does. **Create an EMOTIONAL reason for a Seller to take your offer or the Agent to try to sell it.**

Cover Letter should include... your thoughts?

- Benefits to work with us

- Benefits of the buyer - why they love the house. Sincere compliment. As much detail as the buyer will allow about themselves. They CHOSE your house over another one because...

- Pictures of the new buyer/family... Buyers in or in front of the house holding a "Sold" sign with big smiles or jumping in the air, hair flying, etc.

• Video can be a plus or overkill... what are your thoughts?

- Video of them explaining how much they want the house (holding babies, pets only if the seller has pets, etc.)

- Thank you note signed by buyer for allowing the opportunity to view the home... your thoughts?

--- SHOW the logic of your offer. DO a CMA proving your price. Tell about comps info you have that maybe the listing agent and/or seller didn't have.

#4 How to get a offer/counter-offer accepted.

This is just like getting a lead... must establish TRUST to have the best chance to get this to work.

#1 Immediately upon receipt of ANY counter-offer, profusely thank the agent "Thank you SO much for taking the time and effort to write up a counter for us... we are so grateful. Tell me about the reason for the counteroffer price/terms so I can convey that in the most positive way to my buyer".

----You establish rapport here with the Agent and SELL working with YOU.

#2 Have the SAME attitude when talking with the Buyer. *"YEAH! We have an counter-offer! Yes, the Sellers agent did his job for us! Yeah! You did a good job making your offer good enough to get a counter. Well done. Now let's look at the facts... how much more down and how much more a month... to see if you can accept it.*

#3 - ALWAYS TRY TO PRESENT IN PERSON. Aren't we all better and harder to say no to in person.