

A sweet offer goes beyond price.

It's competitive out there. Get an upper hand without putting more money on the table.



AGENT INTRODUCTION

Short letter about you and why you're easy to work with.

SHORT BUYER INTRO

Summarize why they are good, solid buyers.

BUYER "LOVE LETTER"

Bonus points for a short video.

ONE PAGE OFFER SUMMARY

Summarize the offer and make it very easy to see key points.



SHOW YOUR BUYERS ARE WILLING AND ABLE

Pre-approval (full approval ideally), FICO scores, and proof of funds.

Strong earnest money deposit.



CONNECT AND COMMUNICATE W/ THE LISTING AGENT

Call before showing and ask if they're working any offers.
Call and tell them offer is coming.
Call after offer is sent.

Ask if there are terms that could make the offer more attractive (flexible closing, rent back, contingencies)

Have lender call listing agent and sell the buyer to the agent.