



BUYING POWER TOOLKIT



HOW TO MAKE YOUR OFFER STAND OUT

Ask yourself, would you be seen as a "strong" buyer from the seller's perspective?

In a low-inventory market, buyers often go to great lengths to ensure their offer stands out, and it's our responsibility to equip you with the strategies and best practices to make your offer rise to the top. Sellers aren't just focused on price; they also care about who will meet their terms and is most likely to close successfully.

THE MORE ITEMS YOU CAN CHECK OFF THE FOLLOWING LISTS, THE STRONGER YOUR BUYING POWER BECOMES, INCREASING THE CHANCES OF THE SELLER ACCEPTING YOUR OFFER.



FREQUENTLY USED TOOLS



WHAT ARE THE CURRENT MARKET CONDITIONS AND YOUR FINANCIAL POSITION?

- ☐ OFFER OVER ASKING PRICE (5-15% BASED ON MARKET)
- ☐ PAY CASH
- ☐ PURCHASE WITH CONVENTIONAL FINANCING
- ☐ GUARANTEE TO PAY AMOUNT/PERCENTAGE OVER APPRAISED VALUE "APPRAISAL GAP"
- ☐ PROVIDE A LARGER EARNEST MONEY DEPOSIT (3-5%)
- ☐ PROVIDE A LARGER DOWN PAYMENT
- ☐ ESCALATION CLAUSE
- ☐ DEADLINE INCENTIVE: BUYER WILL PAY X% MORE IF ACCEPTED BY [TIME]
- ☐ STRUCTURE OF BUYER AGENT COMPENSATION
- ☐ WAIVE THE HOME INSPECTION (NOT RECOMMENDED)
- ☐ ASSUME ANY REPAIRS FROM HOME INSPECTION UNDER \$_____
- ☐ WAIVE THE OPTION TO NEGOTIATE REPAIRS
- ☐ PROVIDE A FULL UNDERWRITTEN LENDER APPROVAL LETTER FROM A REPUTABLE LENDER
- ☐ USE SELLER'S PRE-APPROVED LENDER/TITLE COMPANY
- ☐ DO NOT ASK FOR ITEMS, REPAIRS, OR WARRANTIES THAT ARE NOT BEING OFFERED
- ☐ NO HOME SALE CONTINGENCY
- ☐ SHORTEN YOUR TIMELINES FOR INSPECTIONS, LOAN APPROVAL, ETC.



ADDITIONAL TOOLS

HOW CAN YOU REASSURE THE SELLER THAT YOUR OFFER WILL LEAD TO A SMOOTH AND TIMELY CLOSING?

- ☐ BUYER CREDIT TOWARDS SELLER CLOSING COSTS
- ☐ PROVIDE A NON-REFUNDABLE EARNEST MONEY DEPOSIT
- ☐ ASSUME FHA REQUIRED REPAIRS
- ☐ ASSUME THE CITY INSPECTION REPAIRS (IF APPLICABLE)
- ☐ HAVE LENDER CONTACT LISTING AGENT
- ☐ DAILY PENALTY FOR NOT CLOSING ON TIME

EMOTIONAL APPEALS



HOW CAN YOU SUPPORT THE SELLER DURING THEIR TRANSITION AND APPEAL TO THEIR EMOTIONS?

- ☐ OFFER THE SELLER FREE OCCUPANCY POST-CLOSING
- ☐ OFFER THE SELLER EXTENDED OCCUPANCY WITH RENT BACK OR LONGER CLOSE
- ☐ WRITE A PERSONAL LETTER TO THE SELLER AND EXPLAIN WHY YOU LOVE THE HOUSE
- ☐ LEAVE AS IS (ALLOW THE SELLER TO LEAVE WHAT THEY HAVE BEHIND)



AGENT CHECKLIST

AS YOUR TRUSTED AGENT, HERE'S HOW I WILL ASSIST YOU THROUGHOUT THE OFFER PROCESS:



CONTACT LISTING AGENT

1. To develop a relationship - if one does not exist
2. Ask about the seller's wants and needs to use as leverage in your offer
3. Find out if there are multiple offers or a deadline for offers



PREPARE MARKET DATA

To help you determine an offer price based on the market and the information gathered from the listing agent



CREATE AN OFFER SUMMARY SHEET

This will make it easy for the seller and agent to understand the exact terms of the offer



WRITE AN OFFER LETTER

Addressed to the seller, this letter will share information about you and your interest in the home



PRESENT THE OFFER

Send the offer to the listing agent and follow up via email, call, and text to review the offer and terms



COMMUNICATE EFFECTIVELY

Promote timely updates with any feedback or information

UNDER CONTRACT - CONGRATS!

**OUR TEAM'S EXCLUSIVE 18-STEP ACCEPTED
OFFER TIMELINE TRACKS DATES AND PROGRESS**

