

HOW TO WRITE A KILLER OFFER THAT WILL GET ACCEPTED

Suppose your buyer needs a home, and you've spotted the perfect property for them. Well, guess what? In today's real estate market you are likely to be up against plenty of competition. While bidding wars in the real estate world are now commonplace, there are several things you can do to secure victories at every turn. First, you must write and submit KILLER offers that leave sellers routed, with nothing but one option: TAKE IT! Continue reading to learn more about the makings of a KILLER offer.

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Include A Pre-Approval Letter / Proof Of Funds

A preapproval letter or POF is basically a non-negotiable requirement in today's real estate market. This document tells everyone that the buyer has cash to purchase the house, or that an institution is willing to lend money to the buyer, strengthening their negotiation ability. Don't omit the preapproval letter or POF in your submission if you want your offer to stand out. This will solidify your client's reputation as a serious buyer.

Call Listing Agent Before And After Submitting

If your offer doesn't respect the seller's terms or the listing agent fails to notice it, it's doomed. After using our tips to craft a killer proposal, how will you feel when you discover it never reached the seller's agency? Disappointed can't even begin to describe it, can it? To avoid that, call or text the listing agent BEFORE and AFTER submitting the offer. You can use the first call to confirm details like the closing date or heap praise on your client and woo the seller. The next one should alert the listing agent of your submission. Don't forget to ask the seller's agent about anything your client may have missed, such as an essential document. You can do that via email or text.



Check If The Contract Is Filled Out And Duly Signed

So, you've written a killer offer letter outlining everything the seller wants to hear, including a juicy purchase price offer. The recipient has agreed to sell to your client, and both have signed the contract, making everything legally binding. Celebrations are in order, right?

But don't take out that bottle of bourbon you saved for this occasion yet. Before toasting to your and your buyer's success, you must do something first: Review the contract. This is crucial because you may notice missing signatures, unfilled sections, masked conditions, etc. You'll want to address any issues immediately so you can continue moving forward.

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Moving forward, as an agent, your top priority should be making an offer that a listing agent and the seller can't refuse. A good offer letter should factor in everything we have discussed above. Witty moves like offering to pay for the title policy, shortening the inspection period, and leaving out seller concessions, will also buy you a special place in the listing agent and seller's hearts.

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