

How to Win in Multiple Offers

- Communicate clearly with listing agent get in good rapport
- Ask what the seller needs
 - When do they want to close?
 - What is important to the seller?
 - Is there anything they don't want included in the purchase?
 - What questions am I not asking that I should?
 - Where does my client need to be with price to get this done?
- Have lender call listing agent and explain deal is like a cash deal
- Possession timeline for sellers
- Remove all contingencies, home inspection and mortgage
- Offer summary sheet, prepare this for the listing agent
- Prepare a net sheet for the listing agent-make their life easy
- Short inspection contingency, if contingencies are needed
- Preapproval letter in the offer
- Coach our clients on inspection expectations, only contractual obligations by the seller, no nickel and diming
- Escalations clause, buyer will pay X higher then any other offer, not to exceed X. Listing agent must provide proof of another offer
- Call inspector to check availability for inspection time next day; include this with offer
- Letter with "emotion" heartfelt letter on why the buyer wants to buy this house.
- Have them hit the HOT BUTTONS of the seller. Shoot a video or photo (include family, wedding photos, kids, pets, etc.)
- Additional Escalation, Agreement to pay 5% to 10% over appraisal value (CAP IT AT SALES PRICE / NOT TO EXCEED).



- Release the first and second deposit to the seller, non-refundable after all contingencies are met
- Seller possession after closing, 7-30 days at NO CHARGE!
- Show (2 years tax returns, 2 months bank statements, last 2 pay stubs, or show Proof of Funds