

10 STRATEGIES FOR A WINNING OFFER IN A SELLER'S MARKET

Crafting a winning offer requires skill and careful consideration. Here are some strategies we can use to help ensure your offer stands out:

- 1 COMMUNICATE WITH THE LISTING BROKER**
Call the listing broker to understand what is important to the seller beyond price.
- 2 INCLUDE A PRE-APPROVAL LETTER**
Ensure your offer is accompanied by a strong pre-approval letter and aim to shorten the approval time frame.
- 3 OFFER ABOVE LIST PRICE**
Consider offering more than the listing price, especially in competitive markets.
- 4 UTILIZE CLAUSES**
In multiple-offer situations, include an appraisal and escalation clause and offer to pay above the appraisal amount if it falls short of the offer price. Limit inspection response to major items only.
- 5 INCREASE EARNEST MONEY**
Enhance your offer by providing a larger earnest money deposit, you could specify it as non-refundable (usually 1% of the purchase price). This reassures the seller, as they retain the deposit regardless of the outcome.
- 6 WAIVE INTEREST RATE CAP**
Consider waiving the interest rate cap on your financing.
- 7 AVOID ASKING FOR CLOSING COSTS & COVER ADDITIONAL FEES**
Waive the request for closing cost assistance, and offer to cover the entire settlement fee, HOA transfer fee, tax coverage, and closing costs like the title insurance policy.
- 8 WAIVE THE PROPERTY SURVEY**
Waiving a property survey can speed up the closing process and save on upfront costs.
- 9 OFFER POSSESSION FLEXIBILITY**
Provide flexibility with possession and offer the seller post-close possession at no cost.
- 10 WAIVE ADDITIONAL REQUESTS**
Waive requests for a home warranty and additional appliances.



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