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Are You Presenting Offers as Well as You Should Be?

By Donna & Mike Stott

How are you Submitting Offers to your Seller Clients? Are you losing any good offers because you countered them? If so, read this:

In today's market, how you present an offer can mean the difference between selling a home or NOT selling it all. I know of too many decent offers that were countered "just a little" and the buyer walked and decided to look at some more homes, never coming back to the original one.

By submitting an offer with the TRUTH up front it can make all the difference to a Seller. What is the TRUTH? The Seller really only has 2 choices... Accept or Reject. Counter is a rejection. So... do YOUR sellers know that?

How about using this script:

Mr. and Mrs. Seller,

The Good News is we have an Offer on your Property! It's what we've been working for and now we have one. -- My strong suggestion is that we go through ALL the pluses and minuses of the offer before we make

any decisions or form any opinions at all. ALL the details of what the buyers have offered first, understand? Great.

Once we've gone through the ENTIRE THING... you have one of two decisions to make.

***You can ACCEPT the offer; sign it EXACTLY as it's presented to us.
Or you can REJECT the offer. Totally up to you. Those are your only 2 options here today.***

When they say... but can't we "Counter" you MUST explain that countering ANYTHING in the offer is a REJECTION of that offer and the Buyer has NO OBLIGATION to buy the property any longer... no obligations to accept any change you make, even if it's minor.

And in fact, when you counter an offer, that original offer is now dead. We are saying NO... and in a sense, buying the property back ourselves for the counter we're giving. WE become the buyer of our own home and are trying to get another person to accept the offer WE are making on the property in our Counter offer. We have TWO interested parties anytime we have an offer. YOU are one of them. Either you or the Buyer will end up with this property after tonight...

Think about this hard before you present your next offer. If there is ANY way for the Seller to accept the offer as it's written, they can sign that offer and have a CONTRACT, right then and there. PERIOD. If they counter, they do NOT have a contract. Make sense?

Question: How strong are YOU at presenting it that way?

~ Donna Stott, Your Coaching Matters

