



GAME CHANGER

S E R I E S

United
Real Estate

GAME CHANGER SESSION 6

PANELIST TAKEAWAYS

Writing & Presenting Winning Offers

- Before drafting an offer, always call the listing agent and find out the seller's core motivation for selling their home. It can dramatically increase your chances for getting your listing accepted.
- When walking into a listing presentation, come prepared. Show up on time, be confident, relax and smile. Bring a listing agreement, lockbox, sign, etc. Be prepared to list the home on your first visit.
- Encourage your buyers to send a letter to the sellers personalizing the experience and detailing what the buyers love about the property or area. Plus, if it is possible to recommend your buyers write a \$500 non-refundable check with their offer along with a 7 day inspection period and a 21 day close, even on FHA's. This shows the seller that your buyer is serious about their offer.
- Use cover sheet, summary of the offer and letter to the seller whenever possible. In this order: Cover sheet, summary sheet, pre-approval, proof of funds, letter to the seller, RPA. Make sure it is a clean offer... keep all the files in one PDF. The easier the listing agent can read through your offer, the more professional you look.
- Focus your presentation around the house and the neighborhood. If it's a condo, learn everything you can about the building (floor plans, timeframe of other units on the market, amenities, etc.) Know the market, know the area and know the listing you're showing.



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WHEN MAKING AN OFFER:

- Before drafting an offer, always call the listing agent and find out the seller's core motivation for selling their home. It can dramatically increase your chances for getting your listing accepted.
- Write a clean offer... keep all the files in one PDF. The easier the listing agent can read through your offer, the more professional you look.
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- If there are multiple offers already on the table: Cut the days of home inspection contingency (consult with your buyer and see what they are comfortable with). If you are decreasing the days of the loan or appraisal contingency: please make sure to consult with your buyer's lender first. Don't risk your buyer's earnest money deposit.
- Waive the Home Warranty from the purchase agreement and offer to pay for it as a closing gift to your buyers. This will greatly impress your buyers as you close the deal.
- If the market is very competitive and there are 10+ offers on the table, consult with your buyers about splitting the cost of title insurance with the sellers. Sellers are always looking to save money! This might just win you the deal.

WHEN ATTEMPTING TO WIN THE LISTING:

- From the moment you book the appointment to the moment you walk into the listing presentation - you should be contacting the seller at least every other day.
 - **Use These Steps:**
 1. Book the appointment
 2. Send a thank you note
 3. Send or deliver a pre-listing package
 4. Research their motivations and goals
 5. Call to confirm the appointment
 6. Text an hour before
 7. Conduct the listing presentation
 8. Send a thank you note and a small gift, even if you didn't win the listing.
- Focus your presentation around the house and the neighborhood. If it's a condo, learn everything you can about the building (floor plans, timeframe of other units on the market, amenities, etc.)
- Show up on time, be confident, relax and smile.



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WHEN WORKING WITH BUYERS:

- Compose a summary page to send alongside the offer.
- Encourage your buyers to send a letter to the sellers personalizing the experience and detailing what the buyers love about the property or area.
- Know the market, know the area and know the listing you're showing.



ABRAHAM BEZERRA
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WHEN WORKING WITH BUYERS:

- With each and every offer, write a thank you note to the listing agent and seller.
- If it is possible, I recommend my buyers write a \$500 non-refundable check with their offer plus, 7 day inspection period and a 21 day close, even on FHA's. This shows the seller that your buyer is serious about their offer.
- As an agent, build exceptional relationships with title, mortgage and other agents so they know you're serious in this business and want a relationship that lasts, not just one transaction.
- Always ask what is most important to the sellers. You don't need to enter into a bidding war. I have closed a deal where my client offered full price but also offered an extended post sale occupancy. Why? Post occupancy was the most important to the seller, therefore our offer was the one accepted.

WHEN WORKING WITH SELLERS:

- Hour of Power – When seeking out a listing, I make sure to call between 8:00 – 9:00 AM. I have a 77% chance of the client picking up the phone. After 9:00, it's a 30% chance of answering.
- When walking into a listing presentation, come prepared. Bring a listing agreement, lockbox, sign, etc. Be prepared to list the home on your first visit.
- Have a seller pushing you to lower your commission rate? If you want to net X, why should you be penalized for doing your job? If you fold on the commission conversation now, how confident would your seller be that you are going to protect their asking price if a buyer writes a lowball offer.
- Always leave behind a gift for your sellers. When I walk into a listing presentation, I leave a hardcover book of my listing presentation with a box of chocolates, followed by a thank you note the next day.