



Buyer Offer Presentation Script

Agent: Mr. and Mrs. Seller, before we begin, let me say something. When you hired Realtor, you made the right decision. She is considered one of the best agents in the market and it's because of her efforts that I'm even here today with an offer.

Sellers: Well, that is very nice of you to say.

Agent: Also, even though I represent the buyers in this sale, I still have a responsibility to be fair and to operate with a high level of integrity. If I can help you folks achieve your goals and help the buyers with theirs, we've created a win-win.

Sellers: We agree.

Agent: So tell me, where are you folks moving to?

Sellers: Texas.

Agent: Oh, that's great.

And you continue to ask them when they need to be there, etc. For example purposes, let's say they have to be in Texas in four months.

Agent: Four months. So I feel we might have made it in the nick of time. Well, let me tell you a little about these buyers. They are a lovely couple. They have two children, Brad and Chelsea, and they've been looking for a long time. The reason they're interested in this house is because they want to be in this neighborhood. They have some friends here, it's close to where she works, they like the access to the parkways, and they were raving about the school district. As a matter of fact, they were so excited that they did something kind of cute. They wrote a letter to you and I want to read it to you now.

Dear Mr. and Mrs. Seller,

We're so excited that you are considering our offer to purchase your home because we've been looking in your neighborhood for quite a while. Your house is really wonderful; we can see how much pride you take in it. Our family has already fallen in love with the home.... And so on.

Isn't that cute?

Sellers: Yeah.

Agent: So, these are really nice people. And the other reason why I'm really excited about being here—I don't know if Donna has had a chance to show you this—is because of what's happened on the market recently. There's been an increase in activity. Let me show you. This list represents all the houses that are currently on the market in our town. Can you believe this? There are over 100 houses. And I feel so glad that I'm here with these buyers and they



like this house because out of all of these houses they chose yours. So, I feel a little lucky, if you will. Are you with me?

Now, I want to tell you what they're offering. Let me explain one important point. There are two things we have to look at. There's price—how much we're going to walk away with. And, more important, we have terms. Here's the reason I say "more important." Let's say we're asking \$179K and these buyers are willing to pay \$179K. Initially, we might think, "That's great!" But let's say, hypothetically, that they're putting down only 10%, they've got iffy credit, and they want you to hold a promissory note. Plus, they wouldn't be able to close for six months and you want to be in Texas in four. Can you see how that wouldn't work?

Sellers: Right.

Agent: See, we can have the best price, but the terms might not work. And, on the flip side, we can have great terms and a poor price. So there are two areas we need to look at closely. Is this making sense?

Sellers: Yeah.

Agent: So, let me first go through the terms with you, because I believe that's more important and I'm really excited about their terms. First off, they've sold a house from where they're moving and the time frame works out perfectly. Four months is when they'd like to be here. And that's what works for you. Right?

Sellers: Right.

Agent: It gets better. They're also putting down 20%, which will make it extremely easy for them to qualify. And if for some reason we had challenges with the house appraising, there's still room for them to obtain the mortgage.

Oh, and there is another thing. They're buying the house "as is," meaning we don't have to do any improvements to the house. Some buyers will move in only if you do this and that. But with these buyers, as long as the house is not falling down, you don't have to spend any money.

Sellers: This sounds great.

Agent: All right now. Let's look at price. Mr. and Mrs. Seller, for your information, the average homeowner in this area sells his or her house for 97.2% of the asking price. In our case, these buyers' offer represents 98.3%, which comes to \$200,000.

Sellers: Well, we would have liked to get more money. You don't suppose they would come up just a couple of thousand more?"

Handle their objections at this point and reach an agreement!