Don't Offend the Seller

I am not here to force you into a bad decision but I do want to give you enough information so you can make a good decision. You see, when you offer thousands less than the asking price, the seller may take offense and counter back at a price much higher than he normally would. Whereas if you offer enough to grab the seller's interest and make him afraid to lose you, you are more likely to be the winner here. Does that make sense?

Do You Want to Learn a Lesson

Do you want to learn a lesson or buy a house? (Buy a house.) Then we had better offer full price to make sure that you get this home.

You are Pushy

I am an assertive realtor. What I have found in the past is, if you are up against 2 other offers, which is common in our marketplace and someone else gets the home; you are going to be disappointed.

OR

At that point and time when you want the home and your family wants the home, what kind of realtor are you going to want? One that will make certain you get the home and be very aggressive in working for you, the client? Or one who just sits back and says, I don't care, whoever gets the house will get the house. You want my kind, right?

We Want to See It Again

Why don't we do this…it is obvious you like the home or you wouldn't keep going back. Why don't we write up an offer, including in there that you have another opportunity within the next 24 hours to inspect the property before final approval and then we can see if the seller will entertain your offer. That way we will know if we have anything to look at. Would that be acceptable to you?

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Tempting Offer

If someone offers you a piece of cake, most likely you'll refuse it, right? If on the other hand, someone just sets a piece of cake down right in front of you, with a fork right there on the plate, you are going to take a bite. We want the sellers to take a bite. So let's write an offer so tempting, the can resist taking a bite of it. Make sense?

$1,000 Difference

Another piece of information I have found to be true it that most buyers think by saving $1,000 off the asking price they are actually saving $1,000. May I share with you why, as a buyer, this is not true? It is only true for the seller. As a seller, for every $1,000 you come down in price it is exactly $1,000 in your pocket. As a buyer, however at 8% interest you only take approx $8 out of your pocket every month. That means it will take approx 130 months or 11 years for you to take $1,000 out of your pocket. Most people don't own their homes in 11 years. Do you see why a seller, at $1,000 all at once, looks at if differently than you do at about $8 a month? Now what price do you want to offer?

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