



Multiple Offer Strategies that Work!

Helping Buyers and Sellers in this Market

Created & Presented by:



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About Monica Neubauer

As a Maverick Motivator, Monica Neubauer's content driven programming is about entrepreneurial focus, intentional choices, decisive and strategic problem solving which she delivers in a highly engaging and fun format. A maverick is an independent-minded person who believes in the freedom to choose their own definition of success and Monica incorporates that philosophy in her programming as she motivates her audiences and clients to apply what they learn directly to their own business and personal lives.

Monica has traveled to all 50 states and 20 countries. Because of her broad base of education and experiences, her energy and dedication is directed towards creating a highly interactive learning environment so the audience leaves wanting more. Her topics include communication, modern selling practices, negotiation, problem solving and maintaining a healthy life balance throughout.

Monica Neubauer is a practicing and award-winning REALTOR® which continually allows her to provide relevant and current information in her educational programs. She is the author of *Straight Talk for Real Estate Success: 80 Tips for Structuring, Organizing and Promoting Your Business*, hosts the Center for REALTOR® Development Podcast for the National Association of REALTORS® and has been a contributor to REALTOR® Magazine, The Residential Specialist Magazine, The Tennessean Newspaper and various state publications. Monica is the author of *Straight Talk for Real Estate Success: 80 Tips for Structuring, Organizing, and Promoting your Business*.

Monica Neubauer's personal mission is to live life "Funtentionally" – always paying attention to what is and isn't working and making the necessary changes for a successful life. She encourages people she connects with to acknowledge where they are, where they want to be and to make intentional choices about their use of time, money and relationships.

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Printed in the United States of America.
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The Situation has changed.

- Buyers are living in the future.
- Sellers are living in the past market, which in some niches is still real.
- Buyers are tired and don't know what else to do
- Agents are tired.
- The situation has pivots and shifts weekly.

BUYERS

Do the Preparation Work

- Educate Buyers about the market and make sure they are financially and emotionally ready to buy
 - Quality Lender
 - Pre-Approval
 - Awareness of situation in order to move quickly, seriously and decisively.
 - Get the Proof of Funds up front if cash
- Prep the buyers for what they will do if they don't get the house
- BATNA – Best Alternative to a Negotiated Agreement
 - Getting to Yes by Ury, Fisher and Patton
 - What will they do if they don't buy the house?

7 Parts of an Excellent Offer Package

- Call the Listing Agent
 - Did you read the MLS first?
 - Ask good questions
 - What is important to the seller?
 - Have a good conversation
 - Do they have more listings?
- Make the offer strong
- Make the offer signable – do the paperwork right
 - Fill in all the blanks!
 - Check the online paperwork
 - No escalation clauses – situation specific
- Have a good loan and a good lender, especially with a non-conventional product
- Have the lender prepare a video or call the listing agent
- Meet the Neighbors
- Send a “Love Letter” or NOT – NAR recommends against them – Present them strong in other ways.
 - Present yourself strong in all the other ways we discussed.
 - Go to the Open House
 - Say what you can in a cover letter

Risky Options to help strengthen the offer – Pay Attention to the Pros and Cons Probably not necessary in the current market – Fall 2022

- Non Refundable Trust Money
- No Inspection Contingency – or No Repairs
- Pay the Title Insurance or other Seller Expenses
- Pay the Buyer’s Agent Commission – Increase net to seller

Help the First Time Buyers

- Search Diligently for New Construction – Drive Around
- Builders are offering Concessions and / or are willing to
- Increase the interest rate so the lender will pay the needed closing costs
- Rehab Loans – conventional and FHA

Off Market Options for Buyers – Working as a Team

- New Construction
- Writing letters to home owners in their favorite neighborhoods
- Watch community FB Groups and Next Door pages for prelisting signs
- Garage Sales
- Watch your brokerage announcements by other agents
- Are there investor groups in your area with independent lists
- Are you listening?

SELLERS

Sellers - Do the Preparation Work

- Educate Sellers about the market and make sure they are physically, financially and emotionally ready to sell. If they are “testing the market” with a high price they will be disappointed.
 - Where?
 - When?
 - How?
 - Show, don’t Tell!!
- Prep the seller for what they will do if the first contract falls out
 - Are you taking back-up contracts? Use the right paperwork
 - Will they want to relist it? Call everyone who showed it.

Will you be taking Zillow, Orchard, Open Door, and other offers that are there for the invitation?

What is your Listing Strategy?

- Open House
- Offers reviewed as received?
- Have you discussed concessions up front?
- What if they don't get offers immediately?
- Price Reduction at listing? Don't chase the market down.

It is Live? Now What?

- Be Available the first couple of days, especially if it is in a desirable area.
- Is everything on the MLS at the first presentation?
- Handle the Calls – Communication is Key.
- Prequalify the Buyers
- What is your communication plan with the seller?

How will you present the offers to the seller?

- Spreadsheets are your friend!
- Don't risk losing the first buyer.

Working with Appraisers

- Listing agent needs to present a strong package, including the following items
 - Full Purchase and Sale Agreement
 - List of Improvements with the year completed and cost of the project
 - Current, Accurate Comparable properties
 - Documentation showing multiple offers
 - Other Supporting Documents – survey, deed, area off market sales
- Have seller make sure house sparkles!
- Keep their phone number.

Visit www.CRDPodcast.com for more education on these topics.

Notes:
