Winning in Multiple Offers

Representing Buyers in Multiple Offers

Purpose:

To outline a clear, step-by-step process for representing buyers in a competitive, multiple-offer environment. This procedure ensures that clients are fully prepared, protected, and positioned to win while remaining compliant and professional.

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1. Prepare the Buyer Early

A winning offer starts well before offer night. Set the foundation with strong education and documentation:

• Conduct a full **Buyer Presentation** to set expectations.

• Review and complete a **Buyer's Checklist** (include financing, timelines, preferences).

• Ensure the buyer is **pre-approved** with a reputable mortgage specialist you trust.

• Sign a **Buyer Representation Agreement** to formalize your relationship.

• Conduct a **Comparative Market Analysis (CMA)** for the area and educate your client on likely price ranges.

• Discuss the risks of waiving conditions (e.g., home inspection, financing) and have the buyer sign **OREA Form 127 – Buyer Acknowledgement of Conditions Not Included** when necessary.

2. Finding and Researching the Property

• Check **REALM daily** to stay ahead of new listings.

• Know your inventory and be quick to react.

• Research properties in advance:

• Use **GeoWarehouse**, public records, and municipal data to verify property information.

• Review zoning, permitted uses, and check for existing surveys or easements.

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3. Understanding and Using Bully Offers

• A **Bully Offer** is submitted before the scheduled offer date in hopes of beating competition.

• If you're using this strategy, **bring your absolute best** offer early, with strong price, terms, and deposit.

• This strategy can be used regardless if the listing allows for pre-emptive offers.

• Clearly communicate the strength of your offer and be prepared to act quickly.

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4. Writing a Strong Offer

Your offer package should be clean, clear, and compelling. It should include:

• A **competitive price** aligned with or ahead of market value.

• A **strong deposit**, ideally included with the offer as a copy or certified confirmation.

• **Minimal or no conditions**, where appropriate and with proper buyer disclosure (see Form 127).

• A **buyer's personal letter** to connect emotionally with the seller (if appropriate).

• **Pre-approval letter** from their lender.

• Full, clean, and professionally typed offer with Form 801 attached.

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5. Offer Communication Strategy

Communication is key in winning multiple offers:

• Call the listing agent early to introduce yourself and your client.

• **Register your offer early** via BrokerBay and confirm receipt.

• Stay in contact throughout — confirm all documents have been received and ask about offer presentation details.

• If possible, **present in person** or by live video to humanize your buyer.

• Keep communication professional and timely. Always follow up written messages with a call.

• Encourage the listing agent to **give you another chance** if a top offer is close.

• Avoid relying on texts or casual email for negotiation — ensure everything is in writing and properly documented.

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6. Manage Expectations & Ask the Right Questions

Prepare your client mentally and emotionally for the process by asking:

1. "Will you be upset with me tomorrow if it sells for more than you offered?"

2. "Will you be upset with me tomorrow thinking I pushed you too hard?"

These questions help the buyer reflect honestly on their comfort level and guide you in delivering the right offer strategy.

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7. Post-Offer Etiquette

• Win or lose, follow up with the listing agent to gather feedback.

• If your offer was not successful, debrief with your buyer and revisit other options quickly.

• If accepted, confirm timelines, send the deposit, and transition to next steps (inspection, lawyer, lender).

Training for Winning in Multiple Offers

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