



BUYER HOW TO WRITING A LETTER TO THE SELLER

Buying a home is a complex experience, and one where emotions should not dictate decisions. Except in one area: Convincing a seller that you're the right buyer for their home. Simply put, writing a letter helps you establish a connection with a seller and gives you an opportunity to explain why they should sell you their home. Here are five suggestions for creating a letter that can lead to offer acceptance:

- Find a connection you have with the buyer. Though you are not likely to meet each other personally, you may be able to see if you both have families, share similar hobbies, decorating tastes, etc. during a showing.
- Keep your letter short and to the point. Stay focused on what you think are the most compelling reasons why you should be selected as the buyer.
- Take a positive tone – don't talk about any flaws or plans to change the home if you purchase it. This is also not the time to beg, justify a low offer or try and get sympathy for previous struggles in getting an offer accepted.
- Be humble and honest in your intentions. If there's something you love about the property, let your enthusiasm show through in your words.
- Finally, make your letter as polished as possible: have someone proofread it to look for spelling or grammatical errors. Take a conversational, yet respectful tone and end the letter with a friendly thank you for reading it.



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EXAMPLES

To the homeowner:

What do we love about this house? It ticks all the boxes we set for our next home.

First: It has open, inviting spaces where we can build memories with our children and grandchildren. We are a family that cooks together, and having space in and around the kitchen where several cooks (of all ages) can share in preparing the meal, or the goodies, or a special holiday craft project is just a basic need. The outdoor living invites us to gather and watch the children laugh and play, and offers a cozy spot to visit by the fire. "Pop" is a grill master, and envisions creating his ideal outdoor kitchen in the extended patio. A place where he can pass along his skills to his three grandsons! The upstairs bonus room will be a perfect place for the two of us to set up our home office. We are a high school teacher and a territory sales rep, and a shared home office space will give us quiet time together, instead of in our separate spaces.

Second: we can downsize without giving up the beautiful spaces we love. Your house has lovely finishes, like the kitchen cabinets and the master shower, that show care for detail. The shiplap wall and the continuous flooring are just the sort of practical and beautiful touches we would have chosen had we built the house ourselves. Single-floor living is becoming important to us as we host our elderly parents for visits and have our toddler grandchildren for sleepovers. Navigating stairs isn't the best in either scenario.

Third: storage! We were looking for a house that gave us space for a workshop to tinker in AND storage for things like our kayaks. The third car garage is perfect for both these things! Other homes we looked at offered basement spaces, but we want outdoor access straight from our indoor living space, without stairs. It is so hard to find both.

Fourth: location. When we purchased our current home, our three children were newlyweds living hours away. We needed a house big enough for everyone to a sleepover when they were in town. Now they all have families and live in Gwinnett and Barrow Counties, nearby, but because of traffic often 40 minutes or more door to door. We don't need the bigger house, but we would like to live closer. The house on *ADDRESS* is just four miles from our eldest son's house and less than 25 minutes from each of the other two families. Living here would make it so easy for them to just drop by and see Nana and Pop! That would be the best a thing

It's just the house we need for what comes next for us.
Regards,
Todd and Jane





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To the Johnson Family (*sellers of 123 Main St*),

Thank you for taking the time to consider my offer. I just wanted to introduce kids John (age 6), Anne (age 9), Thomas (age 3), and myself, Bob. I want to let you know why your home is so perfect for my family in hopes that it will become our reality.

My kids are my world and as a single father, I'm trying to do the best possible thing that I can do for my children. I work for *COMPANY* and my kids currently go to school in *TOWN/COUNTY* and I really want to keep them in *TOWN/COUNTY* schools, as they are top-rated and all their friends go there. I've been searching to find the perfect home in *TOWN/COUNTY* for a while now to be closer to work and their school. I was getting discouraged until my parents sent me the link to your home earlier today and I had a good feeling about it. Before even seeing your home today in person, I knew it was the one; perfect location, perfect size, beautiful landscaping, and backyard/deck. It couldn't be any more perfect!

I know you have a big decision to make but I promise that if you decided to choose our offer, your home would be going to a family that loves it as much as you do and I know that John, Anne, Thomas, and I would make wonderful memories there for years to come.

John Smith

Bob Smith

Anne

Thomas

Thank you again for considering
our offer,

Bob Smith, John, Anne, Thomas

