



# WIN Team Writing Offers Session 2 - Explain the Process from Day 1

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## Rule 1: Begin the Offer Writing Conversation EARLY ON

Most home buyers write offers on homes 4 or 5 times in their lives

This is an unfamiliar process

People like to talk about their dreams and their frustrations Q

So start the conversation at or BEFORE the first showing

*"How long have you been looking"*

*"When do you see yourself moving into your new home?"*

*"How many offers have you written?" - "How did it go?" "What would you like to be different next time you write an offer?"*

Write Notes on your manila folder while your client answers the questions. Write the word OFFERS as a Heading that the buyer can see.

## Rule 2: Explain the Elements of an Offer

Make Offers a CONVERSATION not a CLOSE

Conversation will make Offers a comfortable idea. People are comfortable when they are confident so ask questions and give information that builds your buyers confidence.

While you are showing gradually introduce the **main elements of an offer** into your Showing conversation

**Inspection:** “ Hey did you know that when you write an offer you can ask for a period of time to inspect the property? Of course we can arrange all that for you.”

**Deposit:** “ Hey did you know about the deposit process when you make an offer.? years ago agents used to ask for checks from customers, but we don’t do that anymore.” (if the buyer is open to conversation at this point, explain how they are protected by transferring money directly to an escrow company and that does not happen until their offer is accepted. Explain how their security is your responsibility.)

**Offer Price:** “When you find a home that scores a seven just let me know what price you are comfortable offering for the home”

Or “What price would you feel comfortable offering for this home?”

Or “What’s your strategy when you find a home you like? how do you pick the offer price?”

Begin a conversation early on with your buyers so they feel comfortable discussing pricing strategy with you as their advisor. Many buyers don’t know that you can negotiate a price on the other hand. Many think you can offer any price because there are three homes for sale in the neighborhood.

### **Rule 3: Guide the Price Conversation with Pricing Evidence**

Ask your buyer if they are familiar with pricing in the neighborhood.

Ask them if they would like information on what homes are selling for in the neighborhood

Show yourself as an educator, as a provider of information, as somebody who adds value

Give your buyers a competitive edge by providing the information that other buyers often don’t have

#### **Support Documentation:**

1. Provide a printout from your MLS showing pricing in the area. The best report is the agent one line report of all sales in the last 90 days.
2. Provide the agent thumbnail report of the last sales, showing the difference between the asking price and the offer price

## Rule 4: Start your Offer Template while you show - “What If” Terms

Explain to your customers that the market is competitive, and you always come prepared to follow your buyers instructions

Explain that you will be taking notes while they look at homes, particularly when they find one that they like so that you're prepared to make an offer for them when they tell you they're ready

Explain that you will **prepare a “What If” offer for them** so that they will know what it looks like when they are ready.

BEGIN FILLING OUT YOUR OFFER TEMPLATE WHILE YOU ARE SHOWING - MAKE SURE YOU EXPLAIN THE PROCESS FIRST

As the buyer starts discussing a home seriously, begin collecting their thoughts and putting them on your Manilla Folder or in the Offer Template you prepare for them - review it with your buyer so they see what the offer looks like.:

*“What price feels right to you?”*

*“What would you like to ask for?”*

Give your buyer the opportunity to visualize what their offer would look like. They see what a winning offer looks like before they ever make one, which builds clarity and trust in the process.

## Rule 5: Reaffirm You Work for the Buyer

Buyers may fear you are trying to inflate the price. Make your commitment to THEM clear:

*“I'm here to help you get what YOU want. My job is to represent your interests.”*

This builds trust and strengthens collaboration.

## Rule 6: Explain the Process

Let the buyer know that negotiation is normal. It often involves counters and back-and-forth communication. That's not failure—it's progress.

Buyers gain confidence knowing that their agent is actively representing their needs—not just pushing a transaction.

Use the Offer Process Document in your Buyer Presentation

### **Rule 7: Keep Showing Property**

Even after submitting an offer, continue showing homes. This keeps buyers from feeling stuck and gives them options if their first offer isn't accepted.