

Chapter 10

Creative Ways to Get the Seller to Accept Your Below-Market Offer

Offer All Cash or Do Not Make the Deal Contingent on Obtaining a Loan

The victorious home hunter is usually the bidder offering the highest purchase price. Assuming that two bids are equal or even if one is slightly lower than the other, the seller should be motivated to choose the more reliable bidder who demonstrates that he or she has the ability to pay the purchase price. Personally, I would accept a lower bid from a buyer who is a safe bet to close on the home rather than a higher bid from a person who may not qualify for a mortgage and could, therefore, potentially keep the property tied up for months while attempting to obtain a mortgage. The size of the offer has no value if the buyer cannot come up with the money to purchase the home. Especially in a falling market, the last thing the seller wants is to have to put the property back on the market after the deal falls through, especially if prices have dropped since the first offer.

Know How to Play the Negotiation Game: Making and Responding to the Counter Offer

One of my chief negotiation strategies is to never make the first offer, as you may be offering more money for the home than the seller planned to accept. Of course, this rarely works in real estate because the seller usually lists the sales price and you have to counter. I am not a