



Strategy Cheat Sheet

Use this cheat sheet to craft strong, competitive offers in any market. Whether you're a first-time homebuyer or a seasoned investor, these strategies will help your offer stand out without overpaying.

1. Understand the Market

- Is it a buyer's, seller's, or balanced market?
- Are homes selling above, below, or at asking price?
- How many days are listings staying on the market?

2. Know Your Numbers

- What's your max purchase price (based on pre-approval)?
- How much earnest money can you put down?
- What's your ideal monthly payment?
- Do you have funds for a higher due diligence or appraisal gap?

3. Offer Components to Strengthen

- Offer Price: Start strong if the home is in demand.
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- Earnest Money: 1-3% of price is common.
- Closing Timeline: Match seller preferences.
- Contingencies: Keep them minimal if possible (inspection, appraisal, financing).
- Personal Letter: Optional—but can make a difference.

4. Competitive Boosters

- Appraisal Gap Coverage: Promise to pay a set amount over appraised value.
- Escalation Clause: Offer to outbid competing offers up to a certain amount.
- Rent-Back Option: Allow seller to stay after closing if needed.
- Waive Minor Repairs: Accept the property 'as-is' with inspection rights.

5. Know When to Walk Away

- If the numbers don't work for your long-term goals.
- If inspection uncovers major unfixable issues.
- If the appraisal is far off and you can't cover the difference.
- If your gut says it's not the right fit.

Final Recommendation

The best offer is one that thoughtfully matches your financial goals with your aim to acquire the property. Work closely with your agent to carefully customize every detail of your proposal.