

## Home Seller's Negotiation Playbook

### Step 1: Know Your Home's True Value

Before you negotiate, arm yourself with the facts. When you understand your home's market position, you can evaluate offers clearly and counter with confidence.

- ☐ Reviewed comparable sales from the last 90 days
- ☐ Verified local market trends (buyer vs. seller market)
- ☐ Set your minimum acceptable price
- ☐ Calculated net proceeds from estimated closing costs
- ☐ Reviewed your mortgage payoff balance

Pro Tip: Ask your agent for a net sheet to see what you'd walk away with for each offer.

### Step 2: Don't Just Focus on Price

The best offer isn't always the highest. Smart sellers consider the full deal - terms, contingencies, timeline, and buyer strength.

- ☐ Financing Type (Cash, Conventional, FHA, VA, etc.)
- ☐ Contingencies (Appraisal, Financing, Inspection, Sale of Other Home)
- ☐ Closing Date & Flexibility
- ☐ Earnest Money Amount
- ☐ Requests for seller concessions or home warranties

Pro Tip: A slightly lower cash offer with fewer contingencies may be stronger than a higher financed offer.

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### Step 3: How to Counteroffer Like a Pro

You don't have to accept the first offer. Counter strategically to keep buyers engaged and move the deal forward.

- ☐ Adjust price slightly while offering value (e.g., appliances)
- ☐ Request fewer contingencies
- ☐ Cover some closing costs instead of lowering price
- ☐ Adjust closing date to fit your schedule
- ☐ Leave personal items (TVs, furniture) for added value

Pro Tip: Always respond to offers quickly to maintain negotiation momentum.

### Step 4: Navigating Multiple Offers

When multiple buyers are interested, a smart strategy can help you choose the best overall deal.

- ☐ Inform all buyers that multiple offers were received
- ☐ Ask for highest and best offers with a deadline
- ☐ Compare total net proceeds, not just prices
- ☐ Evaluate buyer motivation and lender reliability
- ☐ Work with your agent to assess backup offer potential

Pro Tip: You can't shop one offer to another, but you can use competition to strengthen your position.

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### Step 5: When to Walk Away

Not every offer is worth accepting. Know when the risks outweigh the rewards and trust your instincts.

- ☐ Buyer's financing is shaky
- ☐ Too many unreasonable contingencies
- ☐ Low offer with no flexibility
- ☐ Uncooperative or unresponsive buyer
- ☐ Unrealistic inspection demands

Pro Tip: Sometimes walking away opens the door for the right buyer to step in.

### Step 6: Keeping the Deal Alive After Acceptance

After accepting an offer, stay proactive to avoid delays and keep everything on track through closing.

- ☐ Prepare for the home inspection
- ☐ Ensure appraiser has access to comps
- ☐ Respond promptly to emails and requests
- ☐ Monitor buyer's loan progress
- ☐ Confirm closing date and move-out logistics

Pro Tip: Most deals fall apart due to miscommunication. Stay responsive and cooperative.

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### Wrap-Up: Negotiation is a Skill, Not a Gamble

With the right strategy, you can sell your home for more money with less stress. Use this playbook to make smart, confident decisions.

Want expert help reviewing offers and negotiating with confidence?

Contact Bren Brewer at [bren@soprotx.com](mailto:bren@soprotx.com) | 281-468-5145

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Offer Comparison Worksheet

Buyer Name	Offer Price	Financing	Contingencies	Net Proceeds	Notes