

*Re/Max Realty Specialists Inc. Super Succeed Program*

**The Art of the Offer Presentation**

“How to Increase Your Odds for Success”

1) Can Realtors really influence the outcome?

2) What is better? Presenting “in Person” or by fax/email? Why?

3) What tools and ammunition do I need?

A) As a Seller’s Rep : \_\_\_\_\_  
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B) As a Buyer’s Rep: \_\_\_\_\_  
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4) Who’s in Charge? Why?

5) The Listing Agent's Role:

- The Pre-Offer Briefing
- Explain the Roles of Both Agents
- Explaining the Procedure
- Seating Arrangements: Does it make a Difference? Why?
- Controlling the Mood and Expectations: Cool, Calm & Friendly- Never Adversarial. All Working toward the Same End. Humour Helps!
- Thank and Welcome Buyer Agent
- Invite Them to Share Background on Buyers

6) The Power Sequence:

- Review Offer: Allow Read Through, then Go Through it Together
- If you Hit a Roadblock, Go Around It!
- Find out all things you agree on, before tackling the tough stuff!
- When Required, Confer with you clients in private.
- Seek the Buyer's agent's input before signing back.

7) The Selling Agent's Role:

- Selling your offer and clients to the Listing Rep and the Sellers
- Sellers are more flexible when they like the buyers.
- Whenever possible, have your buyer's close by for sign-backs.
- Sometimes it is up to you to help the Listing Rep educate the Sellers- Have the ammunition, but use extreme discretion!
- Know the strategies for making your offer stronger in competition.

8) Commission Negotiations

- Never allow commission negotiations at the offer table!
- If necessary, these must be conducted in private, in confidence.
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**NEVER LET AN OFFER DIE IN YOUR HANDS!**