



# Robin Talks Real Estate

## *How to Win a Bidding War in a Buyer's Market*

*Realtor Robin Jones*

Just because the real estate market has shifted in favor of buyers recently doesn't mean you can't find yourself in a bidding war over a home. Winning your dream home requires some strategy so the seller doesn't feel you are trying to take advantage of them. Here are some tips:

**Sell Your Existing Home First.** A seller will lean towards buyers with offers that don't include a contingency of sale. If you don't have another home tying you down, you'll be at an advantage.

**Be Reasonable.** Don't ask for the moon. In fact, you might even offer to pay a few items traditionally paid for by the seller. And it doesn't hurt if your Realtor is friendly with the seller's agent.

**Understand the Seller.** Have your Realtor find out the seller's hot buttons and deal breakers. Then make sure you include as many of those as possible in your offer.

**Show the Love.** People are emotionally attached to their homes and won't pass them on to just anybody. Write a brief, sincere letter to the seller telling them how much you love the home and why they should choose your offer.

**Expect a Counter Offer.** Even in a buyer's market, the seller has final say and you may receive a counter offer. Determine ahead of time what you are and are not willing to agree to in order to get your home.

Remember, a good Realtor can help you win a bidding war and put you in your dream home!

**Contact Realtor Robin Jones**

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