

# Tips for Home Sellers

## 3 Best Practices for Making Reverse Offers

Selling a home swiftly is about smart and strategic decisions. And while most selling strategies can make a seller feel like a sitting duck, the reverse offer can be a great tool for sellers to take a more active role in moving their home with the help of the right agent.

### What is a reverse offer?

In more typical transactions, buyers make an offer for a certain price and terms. A reverse offer goes in the opposite direction: from seller to buyer.

### When is a reverse offer right?

Anxious sellers shouldn't just go offering their home up around town. The first step in a successful reverse offer is contacting your agent. He or she will know if it's ultimately right, but here are a few instances where a reverse offer may be the right move:



**The Quiet Open House Crowd** - In cases where a seller's home has been on the market for ages with lots of viewers, but no offers, a seller can enlist their agent to go back and approach several, or even all, of the buyers who have come to see the property, and make an offer to those buyers.



**Frequent Foot-Traffic** - In this scenario, the seller's agent extends an offer to a particular buyer who has come to see the property multiple times and seems very interested, but has been hesitant to make an offer.



**Crucial Competition** - If your home is nearly identical to neighboring homes for sale at the same price, or you are struggling to position it competitively with foreclosures and short sales in the area, a proactive reverse offer differentiates your house in the minds of homebuyers.

### Why would someone accept a reverse offer?

Reverse offers generally offer a home. In addition, some sellers opt to sweeten the pot by throwing in added incentives like paying some or all of the buyer's closing costs, buying down the buyer's interest rate, paying for HOA dues or fees or even throwing property like flat-screen TVs, cars or other valuables into the deal.

### Best Practices: How to Reverse Offer the Right Way

#### Drive It By Deadline

Reverse offers should create urgency. That means the deal should only be good for a day or two, to push the buyers into moving quickly. Similarly, if you have extended the reverse offer to multiple buyers, let them all know they're not alone and that the first buyer to bite takes the house.

#### Target Your Traffic

To find the best candidates for reverse offers, ask your listing agent to contact the broker for any buyers who have made more than one visit to your home. These individuals are your best candidates for the reverse offer because they've shown repeat interest in your property.

#### Research the Resistance

Before you reverse offer, be sure your agent has researched your target buyer's hesitations. Knowing the buyer's impression or hesitation about purchasing can help you develop incentives that address their issues and motivate them to make a purchase.

### Get Expert Help

Like all things in real estate, the best reverse offers are local and take into account your local sales climate, buyer motivation, property specifics, and a number of other factors. In some markets reverse offers are seen as "desperate" and in others they're seen as a great tool for a less complicated sale and negotiation. The only way for a seller to be sure about whether a reverse offer ultimately fits is to talk with an experienced local professional.