

SOUND OFF *Brian Clarke Jr.*

Should I submit a personal letter with my offer to buy?



Just like with any other negotiations, having an advantage helps. The same applies to real estate transactions and negotiations. As a Realtor, the transaction should never become personal and/or emotional. But that doesn't mean it should not for the seller and buyer.

The seller obviously bought the home for a reason and ideally has created lifetime memories in the home. With that being said, in some markets and price ranges, we are seeing multiple offers. That means as a

buyer you need to put your best foot forward in a multiple offer situation. Why not tap into the emotional side?

When I am representing a buyer and we are in a multiple-offer situation, I ask my client to write a letter to the seller explaining to them why they want to live in their home, how they can imagine themselves enjoying that backyard, how they are looking forward to raising a family in the home, etc.

For example, I had a client achieve an accepted offer simply

by telling the seller that he would always have a pot of sauce on the stove every Sunday. I have also had buyers obtain accepted offers with writing a letter and presenting the letter with the offer.

Most recently, I had a buyer write a letter and the listing Realtor's response was, "Please let your buyer know how much I appreciated her personal letter and that I will be sure to share it with the seller." After the seller read the letter, we received the following response:

"She has it and read it though her tears."

Keep in mind, real estate transactions are business transactions, but adding the personal and emotional touch to the transaction for the seller and buyer can definitely become an advantage for the buyer. And it always assures a seller that their home will be cared for the way they cared for the home.

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