

SOUND OFF *Patty McManus*

Should you include a personal letter when placing a bid?



For some buyers and sellers, the sale of a house is strictly a business transaction. To others, it can be a very personal and emotional process.

Emotional attachment on the part of sellers is extremely common as many people love their homes and have invested so much of their time, efforts and money in to making it their favorite place to be.

Our home is our sanctuary. A place to relax and feel safe and secure. A place to raise our families and entertain those who mean the most to us.

That being said, it is not surprising that it can be a very difficult and emotional time when one sells their home.

A personalized note from the prospective buyers can be a very powerful component for a seller in their decision making process and in an effort to understand how the buyers feel about the home.

After all, the buyers will be the next stewards for the property, and sellers may take comfort in knowing that the buyers will take the same care with the home that they did.

Once an offer is prepared, it is a good idea for the buyers to write a personal note to the sellers telling them how they feel about the property, including the things that are drawing them to the house.

The note should also include the things that they appreciate most and how they can see themselves making a life there. A personalized note can also make an enormous difference in how the negotiations play out in the event of a multiple offer situation.

There have been quite a few

negotiations that I have been involved with that the sellers have identified with the buyers, and it tipped the scales in the buyer's favor, thereby getting their offer accepted over other existing offers.

Whenever possible, I would highly recommend that a buyer give this type of letter to their agent for presentation with the offer.

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