

OFFER FIELD NOTES

What Actually Moves A Seller From Close To Yes

Price gets your offer read. These three things are what actually get it chosen, plus a few things almost no buyer thinks to do.

01 Contingencies

- Every contingency is a place a seller pictures the deal falling apart, not just paperwork.
- If your lender's genuinely confident, waiving the appraisal contingency reads as real strength.
- Can't waive inspection outright? A shortened window still signals you're not stalling.

02 Timeframe

- Ask your agent to find out the seller's ideal close date before you write the offer, not after.
- A 45-day ask against a 21-day offer isn't a price problem, it's a timing mismatch that can lose the deal.
- A short, flexible rent-back can outweigh a slightly higher number from someone who won't offer one.

03 The Agent

- Your agent's reputation is doing work before the seller ever reads your offer.
- Ask directly: has your agent worked with this listing agent before, or do they know them at all?
- Consistent, responsive, easy to work with, that's what gets remembered when two offers are close.

I've watched a slightly lower offer beat a slightly higher one because it was just easier. Sellers remember easier.

BEYOND THE OFFER

Three more things that move the needle, straight from what I tell my own buyers.

BONUS 01

Structure your escalation clause with a real ceiling

An escalation clause only works if the cap is a number you're actually comfortable paying, not just a number that sounds competitive. I help buyers set that ceiling before emotions take over in a multiple-offer situation, not during it.

BONUS 02

Your earnest money size is a signal, not a formality

A deposit at the low end of typical reads as hesitant. Going a little higher, when you can genuinely afford to, tells a seller you're not planning to walk.

BONUS 03

Have proof of funds ready, not promised

"I can get that" and having it already in hand read completely differently to a seller's agent. Get your proof of funds letter current before you're touring, not after you've found the house.



Julia Zonshine

House of Zonshine · Compass · DRE 02246696

@houseofzonshine · @rsrrealestate

juliazonshine@gmail.com · 818-859-0762

I've Got You

HZ RSR