



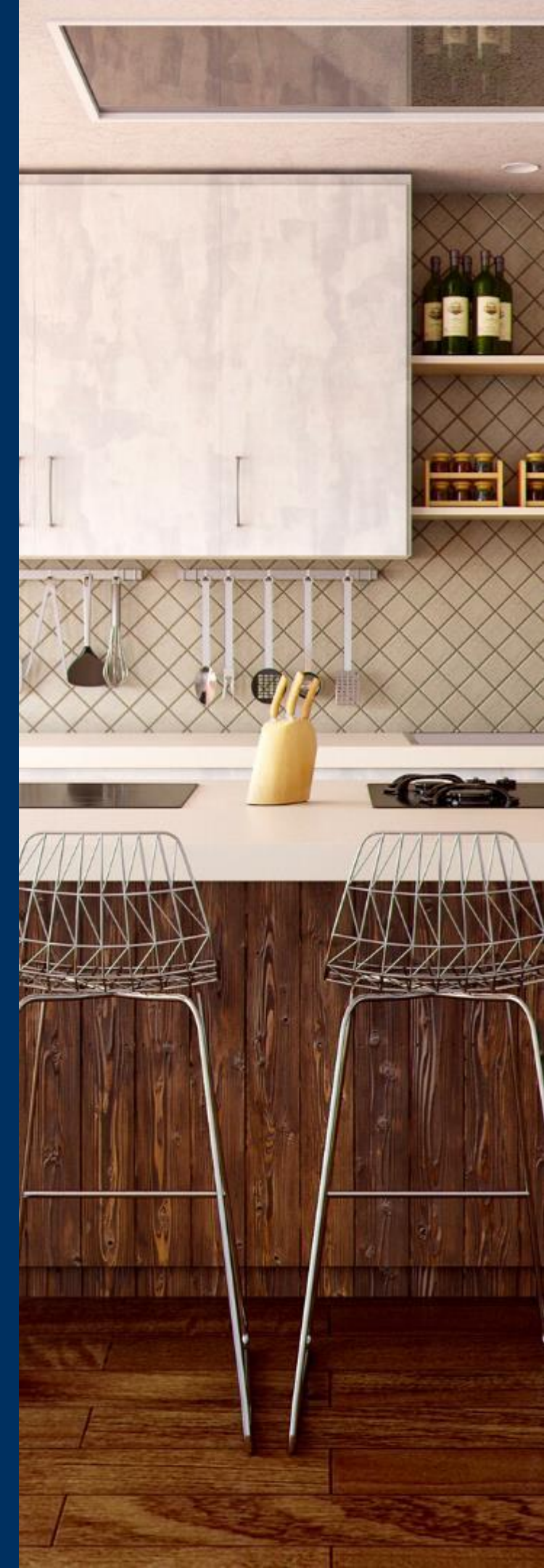
Tips for Winning in Multiple Offer Scenarios



Real Estate Tips to Win Multiple Offer Scenarios

From Top Producing Real Estate Agents across the country

- Establish rapport with listing agent
- EMD = Maximize Earnest Money Deposit
- Offer a free rentback
- Offer a Dumpster clause – buyer's responsibility, no cleaning, no hauling, no headache
- Remove financing contingency
- Remove appraisal contingency
- Mortgage - Offer fastest time frames out of the gate
- Mortgage - Rush Appraisal
- If you have a financing contingency, use a local well-known lender - means more to a seller than letting your buyer dictate
- Loan officer needs to be on standby for any questions and must respond immediately



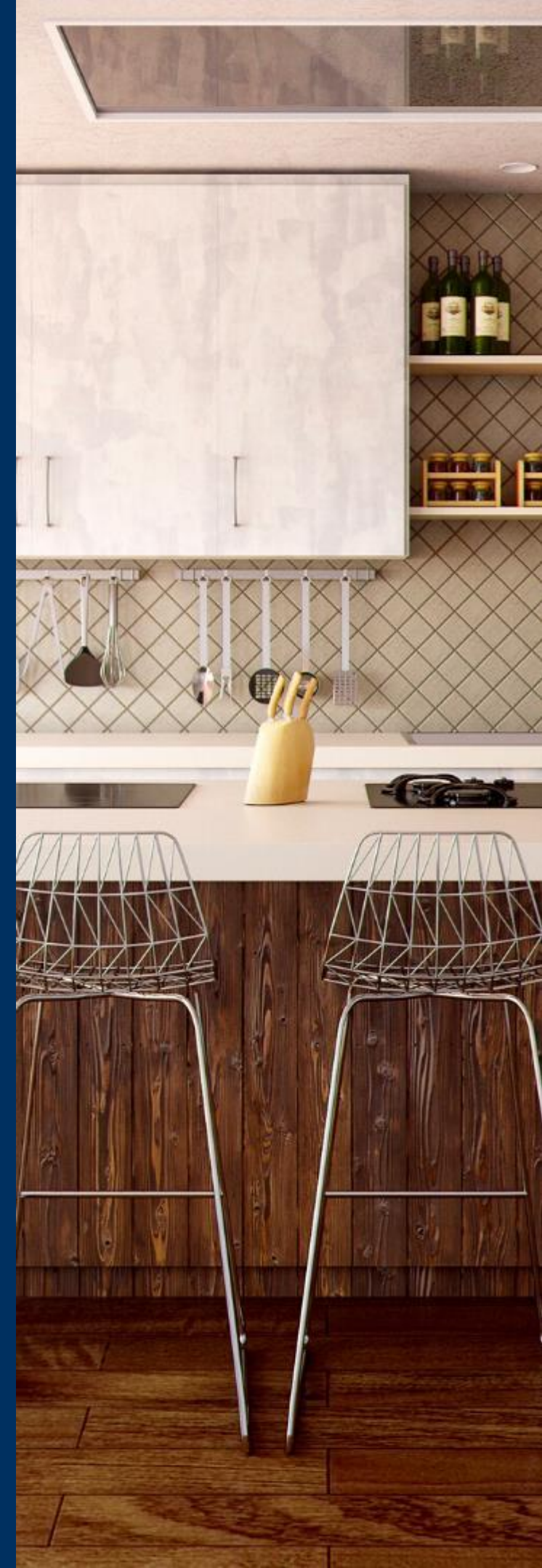
Mortgage Tips to Win in Multiple Offer Scenarios

Buyer Advantage

- Issue Fully Underwritten Commitment letter
- Signed by underwriter, not mortgage consultant
- Subject to appraisal (if needed), title, insurance
- Financing out of the way upfront-no surprises
- Offer stands out to sellers

XLR8 Eligible - Saves Time and Reduces Stress!

- Conventional Loans only
- Borrower links assets to loan application
- Verify income and down payment via electronic bank statement
- Same/Next day commitment



Appraisal Gap Strategies

1. Discuss this potential with the buyer before making an offer

Additional Assets/Gift- Have a clear strategy upfront

2. Creative Financing Solutions

Points/Upfront MI – less than \$3K can solve a \$20K problem

Example: Purchas Price - \$350,000

Intended Scenario		Buyers Make Up Shortage with Cash		PHM's Creative Financing Solutions			
				Alternative #1 Accept Increased LTV and Pay MI at Closing		Alternative #2 Accept Increased LTV and Pay MI Monthly	
Purchase Price	\$ 350,000	Purchase Price	\$ 350,000	Purchase Price	\$ 350,000	Purchase Price	\$ 350,000
Appraised Value	\$ 350,000	Appraised Value	\$ 325,000	Appraised Value	\$ 325,000	Appraised Value	\$ 325,000
Down Payment	\$ 70,000	Down Payment	\$ 90,000	Down Payment	\$ 70,000	Down Payment	\$ 70,000
Loan Amount	\$ 280,000	Loan Amount	\$ 260,000	Loan Amount	\$ 280,000	Loan Amount	\$ 280,000
LTV	80%	LTV	80%	LTV	86.7%	LTV	86.7%
Interest Rate	4.750%	Interest Rate	4.750%	Interest Rate	4.750%	Interest Rate	4.750%
MI	\$ -	MI	\$ -	MI	\$ -	MI	\$ 47
P&I	\$ 1,461	P&I	\$ 1,356	P&I	\$ 1,461	P&I	\$ 1,461
Payment	\$ 1,461	Payment	\$ 1,356	Payment	\$ 1,461	Payment	\$ 1,507
		Upfront MI	\$ -	Upfront MI	\$ 2,772	Upfront MI	\$ -
Cash to close	\$ 70,000	Cash to close	\$ 90,000	Cash to close	\$ 72,772	Cash to close	\$ 70,000
Increased CTC	\$ -	Increased CTC	\$ 20,000	Increased CTC	\$ 2,772	Increased CTC	\$ -

Appraisal Gap Strategies

1. Discuss this potential with the buyer before making an offer

Additional Assets/Gift- Have a clear strategy upfront

2. Creative Financing Solutions

Points/Upfront MI – \$4k can solve a \$40K problem

Example: Purchas Price - \$650,000

				PHM's Creative Financing Solutions			
				Alternative #1		Alternative #2	
Intended Scenario		Buyers Make Up Shortage with Cash		Accept Increased LTV and Pay MI at Closing		Accept Increased LTV and Pay MI Monthly	
Purchase Price	\$ 650,000	Purchase Price	\$ 650,000	Purchase Price	\$ 650,000	Purchase Price	\$ 650,000
Appraised Value	\$ 650,000	Appraised Value	\$ 600,000	Appraised Value	\$ 600,000	Appraised Value	\$ 600,000
Down Payment	\$ 130,000	Down Payment	\$ 170,000	Down Payment	\$ 130,000	Down Payment	\$ 130,000
Loan Amount	\$ 520,000	Loan Amount	\$ 480,000	Loan Amount	\$ 520,000	Loan Amount	\$ 520,000
LTV	80%	LTV	80%	LTV	86.7%	LTV	86.7%
Interest Rate	4.750%	Interest Rate	4.750%	Interest Rate	4.750%	Interest Rate	4.750%
MI	\$ -	MI	\$ -	MI	\$ -	MI	\$ 87
P&I	\$ 2,713	P&I	\$ 2,504	P&I	\$ 2,713	P&I	\$ 2,713
Payment	\$ 2,713	Payment	\$ 2,504	Payment	\$ 2,713	Payment	\$ 2,799
		Upfront MI	\$ -	Upfront MI	\$ 4,108	Upfront MI	\$ -
Cash to close	\$ 130,000	Cash to close	\$ 170,000	Cash to close	\$ 134,108	Cash to close	\$ 130,000
Increased CTC	\$ -	Increased CTC	\$ 40,000	Increased CTC	\$ 4,108	Increased CTC	\$ -

\$10,000 Closing Guarantee!

PROSPERITY
HOME MORTGAGE, LLC®



Ice the Deal with our \$10,000 Closing Guarantee!

When your borrowers are Buyer Advantage approved, and all conditions are met, we guarantee an on-time closing, or we will pay \$10,000!

Buyer Agents

- Position of Strength when presenting an offer
- Win in multiple offer situations

Listing Agents

- Win the listing!



One More Value Add..

Contract Call to Listing Agent

Instills Confidence

- Explain due diligence
- Strength of Buyer Advantage
- Our Process

WHEN PRESENTED WITH A MULTIPLE OFFER SCENARIO...**DON'T PANIC!**



*Buyer
Advantage*



*\$10K
Closing
Guarantee*



*Listing
Agent
Contract Call*

Testimonial

Thank you so much for helping my buyer get their offer accepted. They've lost out on many properties in multiple offers over the past 8 months and finally their offer was accepted. We were again in multiple offers and the agent said they took our offer because of the Buyer Advantage program with the \$10,000 Seller Closing Guarantee. The seller was super excited about the possibility of receiving \$10,000 if the buyer couldn't close on time.

As you know I've been writing offers every weekend and losing out even when my buyers offer \$75k over the asking price, the Buyer Advantage and \$10,000 Closing Guarantee gives us an advantage that I haven't seen being used before. It's a game changer...

Lynda C. BHHS New England Properties
Chairman's Platinum- Top 1% Nationally

Don't just take it from us...

**This is what an
agent recently had
to say.**



WIN in Multiple Offer Scenarios!