BRYAN REALTY
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Your advocates. Your agents.®

OPENING DOORS *Together.*

YOUR MONTHLY GUIDE TO
HOMEOWNERSHIP WEALTH AND COMMUNITY



HOW MUCH SHOULD I OFFER?
LOOKING BEYOND THE ASKING PRICE

The asking price is just a starting point. The right offer is about what the home is worth, the market, your goals, and the details that strengthen your position.

WHAT TO CONSIDER BEFORE YOU OFFER

1. MARKET VALUE
Look at comparable sales (comps) to understand what similar homes have recently sold for in the area.

2. MARKET CONDITIONS
In a seller's market, you may need to offer more. In a buyer's market, you may have more negotiating power.

3. HOME CONDITION
A well-maintained home may be worth more. Factor in the cost of any repairs or updates that might be needed.

4. LOCATION & NEIGHBORHOOD
Great location, good schools, and desirable neighborhoods often add value beyond square footage.

5. YOUR GOALS
How long do you plan to stay? What's your budget? Your goals influence what price makes the most sense.

BEYOND THE PRICE: OTHER FACTORS THAT MATTER

- **STRONG PRE-APPROVAL** – Shows sellers you're serious and financially ready.
- **FLEXIBLE CLOSING DATE** – Can make your offer more appealing to the seller.
- **EARNEST MONEY** – A larger deposit can show commitment.
- **CONTINGENCIES** – Fewer contingencies can make your offer stronger.
- **PERSONAL TOUCH** – A kind note can help, but your offer terms matter most.

THE GOAL: VALUE, NOT JUST PRICE

The highest offer isn't always the winning offer. Sellers look at the big picture.

The right offer is the one that brings **value, confidence, and a smooth path** to closing for both sides.

Smart offers open doors.

WORK WITH A REALTOR® WHO CAN HELP YOU:

- Analyze the market and comparable sales
- Determine a strong offer strategy
- Negotiate with confidence
- Win the home without overpaying



LET'S MAKE YOUR MOVE TOGETHER.
I'll help you make a smart, informed offer that gets you closer to home.

Let's open the door to your next chapter.

DID YOU KNOW?
Homes priced right from the start often sell for more and faster!

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*Consumer and educational information about your specific situation.