BRYAN REALTY
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OPENING DOORS *Together.*



YOUR MONTHLY GUIDE TO
HOMEOWNERSHIP WEALTH AND COMMUNITY

SHOULD I ACCEPT THE FIRST OFFER?
IT'S NOT ALWAYS THE BEST MOVE.

When an offer comes in, it's exciting! But accepting the first offer isn't always in your best interest. Taking the right approach can help you maximize your price, terms, and peace of mind.

WHY THE FIRST OFFER ISN'T ALWAYS THE BEST

MORE BUYERS MAY BE COMING
Early offers don't mean it's the best you'll get.

YOU COULD LEAVE MONEY ON THE TABLE
Another buyer could offer more—or better terms.

TERMS & CONDITIONS MATTER TOO
Price is important, but so are the terms, contingencies, and flexibility.

NEGOTIATION OPPORTUNITY
Counteroffers can strengthen your position and improve the deal.

THE GOAL: GET THE BEST OFFER, NOT JUST THE FIRST.
A strategic approach can lead to a stronger sale on your terms.

WHEN ACCEPTING THE FIRST OFFER MIGHT MAKE SENSE

LOW MARKET ACTIVITY
If there's little buyer interest, a strong first offer may be your best shot.

THE RIGHT PRICE & TERMS
If the offer meets your goals, it might already be the right fit.

YOU NEED A QUICK CLOSE
If timing is critical, the first offer may offer the certainty you need.

GUT FEELING IS STRONG
If the buyer feels like the right fit, that peace of mind matters.

Patience + Strategy = A Better Outcome
Your agent will help you evaluate every offer and create a plan that works for you.

WHAT TO CONSIDER BEFORE ACCEPTING

1. HOW MUCH ACTIVITY IS THERE?
Are showings and interest still strong? More activity can lead to better offers.

2. WHAT ARE THE TERMS?
Look beyond price. Consider the buyer's financing, contingencies, close date, and flexibility.

3. IS THERE A DEADLINE FOR OFFERS?
Setting an offer deadline can encourage more buyers to step up.

4. CAN YOU NEGOTIATE?
You may be able to improve the price or terms of an offer without starting over.

5. HOW SOLID IS THE BUYER?
A fully pre-approved buyer with fewer contingencies is often a safer bet.

DID YOU KNOW?
Sellers who wait to accept an offer (as appropriate for their market situation) typically net 5–10% more.



A LITTLE TIME CAN LEAD TO A BIGGER WIN

In real estate, timing is everything. Let's make sure you're making the best move for your future.

Let's make your move together.

TIPS TO GET THE BEST POSSIBLE OFFER

- Price your home right from the start
- Make your home show-ready
- Market strategically to the right buyers
- Set clear expectations and a fair offer timeline
- Work with an experienced agent who negotiates in your best interest

Let's open the door to your next chapter.

Our local experts are here to help you navigate every step of the home selling process with confidence.
Let's make your move together.

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