BRYAN REALTY
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Your advocates. Your agents.®

OPENING DOORS *Together.*



YOUR MONTHLY GUIDE TO
HOMEOWNERSHIP WEALTH AND COMMUNITY

WHAT MAKES A STRONG OFFER?

IT'S MORE THAN JUST THE PRICE.

In today's market, multiple offers are common. A strong offer shows the seller you're serious, capable, and the best choice.

THE 6 PILLARS OF A STRONG OFFER

1. COMPETITIVE PRICE
Offer a price that aligns with market value and shows you understand the home's worth.

2. STRONG FINANCING
Get pre-approved and consider a larger earnest money deposit to show financial readiness.

3. FLEXIBLE CLOSING
Being open on your move-in date can make your offer more appealing to sellers.

4. FEWER CONTINGENCIES
Limiting contingencies (when possible) reduces risk for the seller.

5. PERSONAL TOUCH
A short, genuine letter can help the seller connect with you on a personal level.

6. WORK WITH AN EXPERIENCED AGENT
Your agent knows how to structure, present, and negotiate a winning offer.

ADDITIONAL WAYS TO STAND OUT

CASH OFFER
If you can pay cash, you remove financing risk and strengthen your offer.

ESCALATION CLAUSE
Automatically increases your offer in small increments up to a set limit above competing offers.

WAIVE APPRAISAL GAP
Agree to cover the difference if the appraisal comes in low (if you're able).

PROOF OF FUNDS
Providing verification shows you have the resources to close.

REMEMBER

A strong offer isn't always the highest—it's the one that gives the seller confidence and peace of mind.

Let's make your offer the one they choose.



THINGS SELLERS VALUE MOST

CERTAINTY
They want a deal that's likely to close smoothly.

CONVENIENCE
A timeline that works for their next chapter.

RESPECT
Clear communication and professionalism matter.

CONFIDENCE
They want to feel good about who they're selling to.

YOUR PARTNER IN EVERY STEP

From strategy to signature,
I'll help you craft an offer that's strong, smart, and stands out for all the right reasons.
Let's open the door to your new home—together.



Let's open the door to your next chapter.

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

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All information deemed reliable but not guaranteed and should be independently verified.