BRYAN REALTY
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Your advocates. Your agents.®

# OPENING DOORS *Together.*

YOUR MONTHLY GUIDE TO
HOMEOWNERSHIP WEALTH AND COMMUNITY



## SHHH! WHEN (AND WHY) HOMEBUYERS SHOULD STAY QUIET

**In real estate, what you don't say can be just as important as what you do.**

The homebuying process involves negotiation—and in negotiation, information is power. Here are key moments to **keep quiet** and why it can help you get the best outcome.

### 1 DON'T REVEAL YOUR BUDGET

Let the seller focus on the price and terms of the offer—not how much you can afford.

*Why it matters:*
Sharing your budget could limit their willingness to negotiate.

### 2 DON'T FALL IN LOVE OUT LOUD

It's okay to love the home—but showing too much excitement can weaken your negotiating position.

*Why it matters:*
Sellers may sense urgency and feel less incentive to negotiate on price or terms.

### 3 DON'T POINT OUT FLAWS

Your agent will handle inspections and discussions. Let them bring up any issues.

*Why it matters:*
You could unintentionally give the seller a reason to question your offer.

### 4 DON'T SHARE YOUR TIMELINE

Avoid disclosing how quickly you need to move or when your lease ends.

*Why it matters:*
Sellers may not feel pressure to work with your timeline if they know you're flexible—or tight on time.

### 5 DON'T DISCUSS COMPETITION

Let your agent handle how many offers there are and how strong they are.

*Why it matters:*
Revealing what you know can reduce your leverage in a competitive situation.

### WHEN TO STAY QUIET

- During showings and open houses
- When writing an offer
- During negotiations
- Throughout inspections
- Until you have a fully executed contract



### WHY IT MATTERS

- Less information = more negotiating power
- Helps your agent advocate more effectively for you
- Can lead to better terms, a better price, and a smoother experience

*Let's open the door to your next chapter.*

We guide you through the process with strategy, experience, and care—so you can move forward with confidence.
**Let's make your move together.**

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*Consumer and educational information about your specific situation.