




THE WINNING OFFER CHECKLIST

5 THINGS SELLERS ACTUALLY LOOK FOR

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In today's market, it's not always the highest offer that wins — it's the offer that feels safest.

When sellers review contracts, they're asking one question:

“Which offer is most likely to close without drama?”

Here's what truly makes an offer strong:

Strong Pre-Approval (Not Just Pre-Qualified)



A pre-qualification is a conversation.

A strong pre-approval is verification.

A winning offer includes:

- Income reviewed and calculated
- Assets verified
- Credit fully analyzed
- Automated underwriting approval (or fully underwritten file)
- A lender who is reachable and proactive

Why this matters:

Sellers don't want surprises. A fully vetted buyer dramatically lowers the chance of financing falling apart 3 weeks in.

Certainty > optimism.

Clean, Strategic Terms



Strong offers reduce friction.

This doesn't mean waiving everything recklessly.

It means:

- Reasonable inspection timelines
- Clear financing contingency deadlines
- Minimal unnecessary add-ons
- Strong earnest money deposit
- Thoughtful appraisal gap strategy (when needed)

Sellers compare complexity.

The cleaner contract almost always feels safer.

Proof of Funds (Real, Documented Strength)



If you're putting money down or covering an appraisal gap, show it.

This includes:

- Recent bank statements
- Verified liquid assets
- Retirement funds (if applicable)
- Gift funds properly documented

From a seller's perspective:

If the market shifts or the appraisal comes in low, can this buyer still close?

Strength on paper builds confidence in real life.

Flexibility That Solves the Seller's Problem

Every seller has a motivation:

- They may need time to find their next home
- They may want a quick close
- They may need rent-back
- They may want a specific possession date

Price is powerful. But flexibility often wins.

When your terms reduce their stress, your offer becomes emotionally appealing - not just financially attractive.

Confidence, Communication & Certainty

This is the hidden advantage most buyers overlook.

A strong offer includes:

- A lender who calls the listing agent
- Quick response times
- Clear timelines
- Professional presentation
- A buyer who feels serious and committed

Sellers can feel hesitation.

They choose the offer that feels stable, organized, and prepared.

The Bottom Line

In competitive markets, sellers don't just choose price.

They choose:

- Reduced risk
- Fewer headaches
- Higher probability of closing
- Peace of mind

The strongest offer is the one that makes the seller think:

“This one feels solid.”

For Further Inquiries

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