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Top 8 Key Strategies to Help Your Borrower Win Against Multiple Offers



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Providing exceptional service to your clients and referral partners is your priority. In today's multiple offer market, helping your borrower's offer get accepted is one way to truly deliver on that promise. The below strategies were compiled from conversations with some of the top producing mortgage professionals and industry leaders across the nation and from a specialized training led by Tim Broadhurst, SVP National Production at Churchill Mortgage. The effectiveness of these strategies is staggering, with our clients realizing an average success rate of 90% in getting their borrowers' offers accepted. Implementing the winning tactics below will not only help you set yourself apart from the competition but will also enable you to establish lifelong, trusted relationships with your clients and referral partners.

1. Send a Video to the Listing Agent (LA) *before* you make the offer

- Share a little bit of history about your experience as a loan originator. If you are new, share one of your greatest strengths
- Emphasize the highlights about your borrower: extremely well qualified, excellent credit, loan's been pre-approved, flexibility of terms, will be a great neighbor, etc.
- Share accolades for the Buyer's Agent: great to work with, extremely experienced, will be a smooth transaction, etc.
- Reassure the Agent that the process will be smooth and that you are always available to answer any questions or address issues that arise
- If you can't send the video to the LA, send it to the Buyer's Agent and let them know if they feel it's acceptable, they can forward the video to the LA and seller

2. Call the Listing Agent or communicate with the Buyer's Agent prior to the offer being made and ask what's important to the seller

- Ask what the *most important thing* is to the seller and affirm that your borrower is flexible (i.e. rentback, length of escrow, appraisal gap)

3. Educate your Buyer's Agent and suggest they include a Cover Letter with the offer that details the key points in the offer to make it easy on the LA and Seller to identify the main selling points of the offer

- Include the main highlights of the purchase agreement so that the Listing Agent doesn't have to go digging through the contract to find them (*purchase price, % down, closing date, contingencies waived, etc.*)

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4. Get to know the Buyer's Agent so you can be his/her liaison and advocate

- As early as possible in the transaction, call the Buyer's Agent to introduce yourself and share your unique value proposition
- Instill confidence and trust by connecting with the agent on a genuine level, letting them know they are in good hands and you are excited to work together
- Ask questions to get to know the agent's strengths so you can "shine a light" on them to the buyer

5. Input the Listing Agent's contact info into your phone

- Include the buyer's name and offer pending date so you know exactly who is calling and how time sensitive it is
- Answer your phone and address them by name, letting them know that their call is a priority for you and you'll do your best to pick up the call despite your busy schedule

6. Offer unconventional terms to accommodate the seller and sweeten the deal

- Offer to leaseback, remove inspection and/or appraisal contingencies, cover the appraisal gap, or suggest the buyer can purchase the property as an investment to do a leaseback to the seller in excess of 60 days, etc.
- Prequalify the borrower 0.5% above market interest rates to make the seller feel comfortable

7. Set up a home search for your buyers on Redfin or Zillow

- When new properties come up that match your borrower's search criteria, send the listing to the LA and let them know you have a number of buyers in that price range
- Look up the seller's name and address in the tax records and send the seller a hand-written note saying the same thing

8. Use these strategies to help your borrowers win against multiple offers as a value proposition to build new referral partnerships

- Reach out to your top key potential referral partners to share these strategies along with the results your borrowers are seeing to set yourself apart from the pack