

Tips for Presenting a Counteroffer

TIP: Make a counteroffer to only one buyer at a time, informing other buyers that their offers will be countered if the negotiations don't produce an agreement within a set number of days. Legal problems could arise if the sellers' multiple counteroffers were accepted.

- **Appeal to fairness.** "We're willing to lower our price by \$5,000, but it's only fair that you not require us to repaint the house."
- **Focus on the points of acceptance.** "The buyers felt that everything in your offer was acceptable, but one minor point..."
- **Explain why delays may be undesirable for the buyer.** "You know, if interest rates are rising or home prices are going up and you have to start your home search over again and your costs may be even higher."
- **Remind buyers what they like about the house.** "When we were deciding on the original offer, you said that this house had the perfect backyard for your children."
- **Present the offer in person.** Just as you would with an initial offer, don't discuss a counteroffer over the telephone.
- **Get the buyers prepared.** When you write up the original offer with buyers, remind them that their first offer may not be accepted. That will get them in a frame of mind for making a counteroffer that sellers will like.