**Re: Today’s Market Environment – Aggressive, Multi-Offer Tactics Needed!**

Dear Name,

I like to keep my customers apprised of all aspects of the environment we are working in so that there are no surprises as to what is taking place at any time throughout the process. This keeps us in tune with each other, gives us clarity and keeps the anxiety levels at a minimum.

The following are my suggestions for maximum effectiveness in multiple-offer, highly competitive circumstances:

1. As the Buyer, you are the most important player. I need you to be available to discuss status of our offer at all times until we have a deal signed or decide against going forward at some point. Please always have your cell phone on. Calling or texting works fine for me.
2. Since we will be competing with any numbers of other potential Buyers, we may need to consider a bit of “give and take” in our negotiations to make it work. Obviously, we will discuss any concessions or requests and any changes in costs prior to committing.
3. I will be in **constant contact** with the agent representing the Sellers. I may text you a quick question if I think I need clarification on ay items involved throughout the process of winning over the Sellers for you. Please be as available and time efficient as possible so we do not get left by the wayside.
4. Remember that we are NOT at odds with the Sellers. We want to win their confidence and to convey that we are serious, honest, reliable, and trustworthy. If we give our word, they can believe it.
5. We may use anything we learn about competing offers to “groom” our offer to the Seller’s liking. That means we may offer to include one or more items not originally included – to eliminate one or more competitors. Any of these types of considerations will be done after calculating costs involved and agreeing that we are still within our original budget, or we will agree that an adjustment to the total budget makes good sense to consider.
6. **You will have me at your side through this process.** It may take days to complete this transaction. You will also have our loan consultant available. Feel free to ask us **ANY** questions through the process. **Communication is the key to success!**

Sincerely,