

Setting clients up for offer success

Zillow gathered agent feedback on successful strategies they use to respond to unsuccessful offers. Based on these findings, here are some best practices to prepare your buyer and step by step actions to keep them engaged when an offer falls through:

Set expectations early:

Before the offer is submitted, set expectations so your buyer is aware of the current market conditions. If a rejected offer comes through, your buyer will be educated and not caught off guard.

Tip: Proactively **share data** to educate your clients about the market.

Tip: Show buyers recent news articles on the state of this unprecedented market.

Be ready to act quickly:

Establish strong relationships with other professionals in the industry so you can lean into your network and move forward efficiently when the offer is accepted.

Establish a process for what to do when offers are rejected:

Clearly communicate these steps to show you have a process for this and are prepared. If possible, tailor the process to the buyer's communication style and level of motivation.



“I want to be able to have all the answers that my client might ask before I call them so that I don't have to stumble around, so the first thing I do is reach out to the agent.”

- Leah Marie, Virginia Beach, VA

Step 1: Contact the listing agent: Collect feedback on why the offer was rejected and what could have been done differently to strengthen the offer.

“Hi [listing agent], I was hoping you could provide me with feedback about the Smiths offer for [123 Main Street]. I’d love to know why this offer was not accepted and what we could do to strengthen the offer.”

Step 2: Scour updated listings: Take your buyer's criteria and look for new properties on the market. Return to your buyer with those options to keep them moving forward and from being too discouraged.

Tip! Text home recommendations directly from the Premier Agent app by clicking on the Text icon in the quick response bar.

Step 3: Contact the buyer: Let them know their offer was not accepted and provide insight into the type of offer they were up against.

“Hi [Buyer]. Unfortunately, I wanted to let you know our offer was not accepted for [123 Main Street]...”

Step 4: Process, grieve, and strategize: Recognize that your buyer may be grappling with different emotions, meet them where they are but continue to be the motivator!

“It’s so hard when you don’t seal the deal on the home you want, but the good news is I’m going to continue to help you find a home you love just like [123 Main Street].”

Step 5: Keep moving forward: Discuss next steps and keep moving forward!

“If you loved [123 Main Street], wait until you see the additional homes I found that meet your criteria. I think you might really like them! Let me know which ones you’re interested in touring.”

