



I work a little differently than most agents you may be familiar with. First, I only work with a limited number of home sellers at any one time; this allows me to give each my full and complete attention. Each and every home is unique and requires a custom designed marketing approach in order to get it sold. Second, and perhaps most important, I won't take your listing unless I am confident that I can get it sold.

Experience and professionalism coupled with access to the latest marketing tools available helps achieve the results you are looking for. Spot lighting properties using state-of-the-art visual tools, such as high-end photography and video to attract buyers and prospective tenants from around the world are just one part of the process.



Additionally, I am a **Seller's Representative Specialist (SRS)**. What does that mean to you? It is the premier credential in seller representation and is recognized by the National Association of REALTORS®. Real estate professionals who demonstrate the knowledge and skills essential in professionally and ethically representing sellers work for this designation.

My goal is your satisfaction. I cater to you and your real estate needs.

When you're ready to get your property sold, or if you have any questions please feel free to call me at 954-549-3393 or email me at tara@taraburner.net

Tara Burner Inc
950 S Pine Island Rd #A150
Plantation, FL 33324

Phone: 954-549-3393
www.taraburner.net
tara@taraburner.net

So you're thinking of selling **your home?**

Services Include:

- High-end professional photography of your property
- Video tour documentary of your home
- Professionally designed digital full color brochure/flyer
- Your property listed in top real estate websites with worldwide distribution
- Property listed in MLS with direct exposure to over 100,000 Realtors locally and nationwide

Steps of selling **your home?**

Hire a REALTOR ®

Studies show that home sellers who use a REALTOR® to represent them generally get a better price than those who sell their home themselves. REALTORS® can help get your home sold at the best price in the right timeframe. Equally as important, REALTORS® add objectivity to an inherently emotional transaction: the sale of your home.

Before **your home is listed**

It's important to have your home in good showing condition before buyers start going through it.

Here are some steps to take:

- Touch up interior and exterior paint as needed
- Install new carpeting and flooring if it appears worn or dated
- Make sure the front of the house is clean – curb appeal will create a favorable first impression
- Trim bushes and plants as needed, and make sure the lawn is kept mowed
- Keep the interior clean, odor-free. And no clutter
- Minimize personal items such as family photos. You want buyers to see themselves living in the home
- Consider putting excess furniture and belongings in storage – Now's the time to clean out the garage and basement and sell, give away or throw away items you don't need anymore

During **your home listing period**

- When potential buyers visit your home, either be absent or try and stay out of their way during the showing
- Have fresh flowers in the entryway – helps provide a friendly introduction into your home
- If offers are made that don't match your hoped-for price, don't reject them immediately, ask for your agent's advice on a counter offer
- Consider dropping the price if several months go by with few or no offers
- Don't get discouraged! In a buyer's market homes take longer to sell than during boom times – Your home will sell eventually; it's a matter of finding the right buyer for you!

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6 Reasons You Should Never Buy or Sell a Home Without an Agent

<http://www.realtor.com/advice/buy/why-you-should-use-realtor/>

It's a slow Sunday morning. You've just brewed your Nespresso and popped open your laptop to check out the latest home listings before you hit the road for a day of open houses.

You're DIYing this real estate thing, and you think you're doing pretty well—after all, any info you might need is at your fingertips online, right? That and your own sterling judgment.

Oh, dear home buyer (or seller!)—we know you *can* do it on your own. But you really, really shouldn't. This is likely the biggest financial decision of your entire life, and you need a Realtor if you want to do it right. Here's why.

1. They have loads of expertise

Want to check the *MLS* for a *4B/2B* with an *EIK* and a *W/D*? Real estate has its own language, full of acronyms and semi-arcane jargon, and your Realtor is trained to speak that language fluently.

Plus, buying or selling a home usually requires dozens of forms, reports, disclosures, and other technical documents. Realtors have the expertise to help you prepare a killer deal—while avoiding delays or costly mistakes that can seriously mess you up.

2. They have turbocharged searching power

The Internet is awesome. You can find almost anything—*anything!* And with online real estate listing sites such as yours truly, you can find up-to-date home listings on your own, any time you want. But guess what? Realtors have access to *even more* listings. Sometimes properties are available but not actively advertised. A Realtor can help you Plus, a good local Realtor is going to know the search area way better than you ever could. Have your eye on a particular neighborhood, but it's just out of your price range? Your Realtor is equipped to know the ins and outs of *every* neighborhood, so she can direct you toward a home in your price range that you may have overlooked.

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3. They have bullish negotiating chops

Any time you buy or sell a home, you're going to encounter negotiations—and as today's housing market heats up, those negotiations are more likely than ever to get a little heated.

You can expect lots of competition, cutthroat tactics, all-cash offers, and bidding wars. Don't you want a savvy and professional negotiator on your side to seal the best deal for you?

And it's not just about how much money you end up spending or netting. A Realtor will help draw up a purchase agreement that allows enough time for inspections, contingencies, and anything else that's crucial to your particular needs.

4. They're connected to everyone

Realtors might not know everything, but they make it their mission to know just about everyone who can possibly help in the process of buying or selling a home. Mortgage brokers, real estate attorneys, home inspectors, home stagers, interior designers—the list goes on—and they're all in your Realtor's network. Use them.

5. They adhere to a strict code of ethics

Not every real estate agent is a Realtor, who is a licensed real estate salesperson who belongs to the National Association of Realtors®, the largest trade group in the country.

What difference does it make? Realtors are held to a higher ethical standard than licensed agents and must adhere to a Code of Ethics.

6. They're your sage parent/data analyst/therapist—all rolled into one

The thing about Realtors: They wear a lot of different hats. Sure, they're salespeople, but they actually do a whole heck of a lot to earn their commission. They're constantly driving around, checking out listings for you. They spend their own money on marketing your home (if you're selling). They're researching comps to make sure you're getting the best deal.

And, of course, they're working for you at nearly all hours of the day and night—whether you need more info on a home or just someone to talk to in order to feel at ease with the offer you just put in. This is the biggest financial (and possibly emotional) decision of your life, and guiding you through it isn't a responsibility Realtors take lightly.

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8 Reasons to List With a Seller Representative Specialist (SRS)



- 1 SRS designees are members of an elite group of trained seller client advocates that know the importance of your specific needs by using Seller Counseling Sessions to ensure all needs are addressed.
- 2 SRS designees concentrate their efforts on your ultimate goals to ensure you at the center of the sale.
- 3 SRS designees are extensively trained in a wide variety of manual and electronic marketing methods to uniquely promote your property to the widest range prospective purchasers.
- 4 SRS designees understand that negotiation skills are critical to a successful transaction and are trained to position ensure you receive the best possible outcome during negotiations of the sale.
- 5 SRS designees adhere to the highest level of professional ethics and business practices in delivering 'Client Level' services with integrity.
- 6 SRS designees are uniquely qualified to exceed your expectations and yield your trust.
- 7 SRS designees know the importance of staging your property for best results. Staging is a critical component, along with accurate pricing, to attain desired results within a timely manner.
- 8 SRS designees have an advanced level of understanding on how to collaborate with a variety of cooperating agents of all skill levels in the marketplace to insure that the 'best' buyer has an opportunity to purchase your property.

Tara Burner, Broker/Owner
Florida Licensed Realtor #3266470
Sellers Representative Specialist
954-549-3393
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Use a REALTOR® When Selling

A SRS can help you understand everything you need to know about the selling process

(re-printed with permission | Realtor.com | Ron Schmaedick)

The selling process generally begins with a determination of a reasonable asking price. Your real estate agent or REALTOR® can give you up-to-date information on what is happening in the marketplace and the price, financing, terms and condition of competing properties. These are key factors in getting your property sold at the best price, quickly and with minimum hassle.

Marketing

The next step is a marketing plan. Often, your agent can recommend repairs or cosmetic work that will significantly enhance the salability of the property. Marketing includes the exposure of your property to other real estate agents and the public. In many markets across the country, over 50% of real estate sales are cooperative sales; that is, a real estate agent other than yours brings in the buyer. Your agent acts as the marketing coordinator, disbursing information about your property to other real estate agents through a Multiple Listing Service or other cooperative marketing networks, open houses for agents, etc. The REALTOR® Code of Ethics requires REALTORS® to utilize these cooperative relationships when they benefit their clients.

Advertising is part of marketing. The choice of media and frequency of advertising depends a lot on the property and specific market. For example, in some areas, newspaper advertising generates phone calls to the real estate office but statistically has minimum effectiveness in selling a specific property. Overexposure of a property in any media may give a buyer the impression the property is distressed or the seller is desperate. Your real estate agent will know when, where and how to advertise your property. There is a misconception that advertising sells real estate. The NATIONAL ASSOCIATION OF REALTORS® studies show that 82% of real estate sales are the result of agent contacts through previous clients, referrals, friends, family and personal contacts.

Security

When a property is marketed with an agent's help, you do not have to allow strangers into your home. Agents will generally pre-screen and accompany qualified prospects through your property.

Negotiating

The negotiation process deals with much the same issues for both buyers and sellers, as noted above under the buying process. Your agent can help you objectively evaluate every buyer's proposal without compromising your marketing position. This initial agreement is only the beginning of a process of appraisals, inspections and financing -- a lot of possible pitfalls. Your agent can help you write a legally binding, win-win agreement that will be more likely to make it through the process.

Monitoring, renegotiating and closing

Between the initial sales agreement and closing (or settlement), questions may arise. For example, unexpected repairs are required to obtain financing or a cloud in the title is discovered. The required paperwork alone is overwhelming for most sellers. Your agent is the best person to objectively help you resolve these issues and move the transaction to closing (or settlement).

Why use a REALTOR®?

All real estate licensees are not the same. Only real estate licensees who are members of the NATIONAL ASSOCIATION OF REALTORS® are properly called REALTORS®. They proudly display the REALTOR "®" logo on the business card or other marketing and sales literature. REALTORS® are committed to treat all parties to a transaction honestly. REALTORS® subscribe to a strict code of ethics and are expected to maintain a higher level of knowledge of the process of buying and selling real estate. An independent survey reports that 84% of home buyers would use the same REALTOR® again.

You be the judge

Real estate transactions involve one of the biggest financial investments most people experience in their lifetime. Transactions today usually exceed \$100,000. If you had a \$100,000 income tax problem, would you attempt to deal with it without the help of a CPA? If you had a \$100,000 legal question, would you deal with it without the help of an attorney? Considering the small upside cost and the large downside risk, it would be foolish to consider a deal in real estate without the professional assistance of a REALTOR®!

★★★★★ Highly likely to recommend



03/29/2019 - bratgirl6820024

Sold a Townhouse home in 2019 in Davie, FL.

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★

Extremely easy process to sell my home and quickly. Was not on the market very long. With Tara's expertise, no detail was left undone. I felt like I had a personal assistant in my back pocket. Tara is very educated in this field with super fast response times. Thank you for making my deal a success [Less](#) ^

★★★★★ Highly likely to recommend



12/17/2017 - David Owens

Sold a Single Family home in 2017 in South Middle River, Fort Lauderdale, FL.

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★

Tara Burner is a real estate gem! Where do we start? We have rented, bought and sold 3 houses with her and are definitely sold on her. My first interaction was by email and I was an out of state-er. She was the ONLY realtor in south Florida who would even respond to me, as I was looking for a rental and didn't have a high budget. She replied in a timely manner with a full message that addressed all my concerns. And in each transaction we've now had with her she has been consistent. She always replies (and most often, immediately), has a wide knowledge of neighborhoods (and not only in south Florida, but in some other parts as well) and really, really knows the process whether buying, selling or renting. I've learned a lot from her about the whole real estate process and not only do I find it interesting but I appreciate the huge amount of work that a realtor does (if they are doing their job, and in my experience many do not) whether it's a simple rental or a complex purchase or sale. Tara really juggled everything really well; we had our fair share of complicating factors. If you are working with Tara you landed a good one! [Less](#) ^

★★★★★ Highly likely to recommend



03/28/2019 - reynke

Helped me rent a Single Family home in Silver Falls, Miramar, FL.

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★

I've encountered hundreds of other agents, but have never offered a testimonial or "review" before. However, I felt compelled to write this review after my most positive and rewarding experience with Tara involving a residential lease transaction.

From our initial encounter through the the closing of the deal, Tara was poised, professional and courteous--all while keeping her client's interest first. Tara was tremendous with diligent follow up and updates at every stage of the transaction.

Moreover, not one contractual detail, deadline or time-frame was missed or overlooked. We were even able to close early while in the face of a tedious, comprehensive and unrelenting HOA screening application and interview process, all thanks to Tara's problem resolution and organizational aptitude. This is especially admirable after learning she was dealing with a family emergency during this entire transaction!

It's refreshing to work with a true professional dedicated to providing an elevated sales experience. She's an outstanding Realtor, a great person and I look forward to many more future opportunities with Tara Burner at Above The Rest Real Estate. Thanks again to a successful transition, transfer and closing! I am THRILLED with your service!



Tara Burner <taraburnerrealtor@gmail.com>

Review

1 message

Jessica Ryan <jessica_ryan18@outlook.com>

Wed, May 24, 2017 at 2:18 PM

To: "tara@taraburner.net" <tara@taraburner.net>

To Whom it May Concern,

I used Ms.Tara Burner for the sale of my property October 2016. I can't express enough my satisfaction with Ms. Burner's services. Not only is she extremely personable but she is very knowledgeable in the field and appropriately aggressive. There was never a time when she didn't make herself available to show the property or was unavailable to take my calls. She went above and beyond to make the sale happen and made it a personal goal to get us the most for our property. I also appreciated the fact she is very direct in her explanations and feedback. Overall, I would highly recommend Ms. Burner to anyone looking to buy or sell their property. They will not be disappointed!

Respectfully,

Jessica Ryan

What others have to say about Tara Burner, Realtor via Zillow

11/11/2015 - [aestraka](#)

Victoria Park, Fort Lauderdale, FL.

- Local knowledge:
- Process expertise:
- Responsiveness:
- Negotiation skills:

We highly recommend Tara for so many reasons, she is genuine and caring and very knowledgeable about the area. After relocating to Ft. Lauderdale from Southern California we had no idea where we wanted to live but Tara listened to all of our needs and wants and helped us make our transition to the area much easier and helped to find us a great place to live too! If you are looking to work with an efficient Agent who knows their stuff then Tara is certainly the perfect choice.

10/28/2015 - [mustangchrissy07](#)

Davie, FL 33324.

- Local knowledge:
- Process expertise:
- Responsiveness:
- Negotiation skills:

5 star all the way. Professional on the phone, on time for all appointments. Very adverse in the business. Attentive to your needs and extremely helpful with home buying or renting processes. I has been a year now that I am in my new home and w/o Tara's knowledge I would never have found this place, the advantages of someone who will think outside the box.

10/27/2015 - [jshep17](#)

Sunrise, FL.

- Local knowledge:
- Process expertise:
- Responsiveness:
- Negotiation skills:

Tara is awesome! I would not hesitate to recommend her to anyone. In fact, I already have and her performance for them was second to none. Tara goes above and beyond and thinks outside the box when it comes to making things happen.

10/22/2015 - [digitldreams5](#)
River Oaks, Fort Lauderdale, FL.

- Local knowledge:
- Process expertise:
- Responsiveness:
- Negotiation skills:

Tara is the BEST realtor Ever! She worked around the clock and went out of her way to find the perfect home for us! I recommend her to anyone looking for a home!

10/22/2015 - [ericrajchel7](#)
Beverly Heights, Fort Lauderdale, FL.

- Local knowledge:
- Process expertise:
- Responsiveness:
- Negotiation skills:

I had a great experience working with Tara. She was very helpful throughout the buying process. Contacting selling agents, making site visits, etc. Very easy to get ahold of and seems to have good relationships with other realtors in the area. Don't hesitate to use her for any real estate transaction

10/22/2015 - MarvRod
Plantation, FL.

Local knowledge:
Process expertise:
Responsiveness:
Negotiation skills:

Tara is the best by far. She pays attention to detail and always delivers on time. She's in it for you the customer and trust me me you will be glad. Best experience I've had has been with Tara Burner.

View full profile at: <https://www.zillow.com/profile/taraannburner/>



Tara Burner <taraburnerrealtor@gmail.com>

(no subject)

1 message

Ed Ryan <ecryan9732@gmail.com>

Thu, May 25, 2017 at 10:56 PM

To: tara@taraburner.net

To Whom it May Concern,

In late 2016 I utilized the services of Ms. Tara Burner to sell my home. Upon meeting Ms. Burner I was immediately impressed with her knowledge of the real estate market and her willingness to get me the most money she could out of the sale of my home. She wasted no time in getting my house listed for sale. Ms. Burner always made herself available for showings, no matter when it was. Her motivation and hard work yielded a contract on my home in less than two weeks. Ms. Burner kept me informed and guided me through the process right up through the closing. Ms. Burner is a valuable asset to anyone looking to buy or sell their home.

Sincerely,
Ed Ryan

What others have to say about Tara Burner on Realtor.com

About Ratings & Reviews **Recommendations** Local Expertise

Tara is awesome. She is thorough, detailed, and takes care of all the details. She goes out of her way to make sure you are satisfied and a pleasure to work with!

John Sheppard
recommended Tara Burner 7 months ago

I was very pleased with my experience working with Tara. She is very detailed, honest and patient. She worked with me while I was hunting for a rental and her service did not stop after the lease was signed...she kindly followed up months later just to make sure that I was doing well at my new rental. I highly recommend Tara.

[Show Less](#)

Marie Louis
recommended Tara Burner 12 months ago

We highly recommend Tara for so many reasons, she is genuine and caring and very knowledgeable about the area. After relocating to Ft. Lauderdale from Southern California we had no idea where we wanted to live but Tara listened to all of our needs and wants and helped us make our transition to the area much easier and helped to find us a great place to live too! If you are looking to work with an efficient Agent who knows their stuff then Tara is certainly the perfect choice.

[Show Less](#)

Amanda Straka
recommended Tara Burner 12 months ago

I would certainly recommend Tara Burner to anyone looking for a realtor. She is thoughtful and great to work with.

Markell Spates
recommended Tara Burner 12 months ago after having rented a home

View full profile at <http://tinyurl.com/realtortaraburner>



Let's cut through the hype you may be seeing as regards to internet marketing of real estate. Sure, every agent worth its salt has a website. And, my website is better than most in presenting my seller listings to showcase them to their greatest potential.

I spend significant resources, time and effort in syndicating your listing information to a great many real estate websites much larger and more heavily visited than any local real estate websites. I have systems in place to have your listing on dozens of websites, including Yahoo, Trulia, Zillow, and others, and within days of your listing going live.

So, although I'm getting great search engine exposure, I'm not relying on it to be my only resource to sell your home through online marketing. Each of those sites to which I syndicate your listing will have links back to the original and complete listing at my website. I

- I take a full and expert suite of professional quality images of your home. These images will showcase your property and are critical to Internet marketing. Surveys prove beyond a shadow of a doubt that buyers value high quality images more than any other feature of real estate listings.
- Virtual tours when appropriate are created for your property. Some properties are better marketed with still photographs, others with a slide show of stills, and some with a video and voice-over. I'll work with you to produce the very best marketing approach for your property.
- Thorough professionally written text descriptions and very thorough information fields to bring every facet of your property to the prospective buyer.
- Once a buyer gets to my site from these many conduits, I don't just let them look and leave. I offer showings and other special information about the market and your property in exchange for their contact information. If I can get into direct contact with them, it's going to increase my chances of selling your property to them.

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Why list your property with me?

I'm a licensed Realtor®/Broker and have your best interest in mind, know the market and process.

I will meet with you, we'll discuss pricing, details and the entire process.

I will take multiple HD photos of your property so potential clients will be able to feel like they're in your home before they even get to the property.

I do extensive marketing and promoting your property.

When You List with me...

My Listings are featured on more than 500 Web Sites around the World

Including:

Realtor®.com

Maps.Google.com

Yahoo! Real Estate

Zillow.com

Trulia.com

Homefinder.com

FrontDoor.com

CyberHomes.com

Homes.com

HotPads.com

Oodle.com

RealtyTrac.com

AOL Real Estate

CLRSearch.com

Vast.com

HomesAndLand.com

Foreclosure.com

PropertyShark.com

HomeGain.com

RealtyStore.com

Relocation.com

TweetLister.com

OverStock.com

SmarterAgent.com

WorldProperties.com

Proxiopro.com

Terrafly.com

Imapp.com

Miami.com

Herald.com

Greatermiami.com

Miamibeachchamber.com

Floridalivingnetwork.com

MiamiHomePrograms.org

BrowardHomePrograms.org

SouthFloridaHomePrograms.org

Miamire.com

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I communicate effectively and timely ensuring you know what's going on from day one til closing!

I am very hands on and will be actively working on selling your property.

I will review offers and contracts with you.

I will communicate negotiations with potential buyers.

I have a positive energetic attitude and determination, all benefiting you as I find the ideal buyer for your property.

Now, do you feel that I can more than adequately market your property and sell it!?

Don't hesitate, let me get started in helping you today!

**Are you ready to sit down with me and discuss listing your property?
Call or text me at 954-549-3393**

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Tips for Pricing Your Home

(re-printed with permission | REALTOR® Magazine | www.realtor.org/realtomag)

- **Consider comparables.** What have other homes in your neighborhood sold for recently? How do they compare to yours in terms of size, upkeep, and amenities?
- **Consider competition.** How many other houses are for sale in your area? Are you competing against new homes?
- **Consider your contingencies.** Do you have special concerns that would affect the price you'll receive? For example, do you want to be able to move in four months?
- **Get an appraisal.** For a few hundred dollars, a qualified appraiser can give you an estimate of your home's value. Be sure to ask for a market-value appraisal. To locate appraisers in your area, contact The Appraisal Institute (www.appraisalinstitute.org) or ask your REALTOR® for some recommendations.
- **Ask a lender.** Since most buyers will need a mortgage, it's important that a home's sale price be in line with a lender's estimate of its value.
- **Be accurate.** Studies show that homes priced more than 3 percent over the correct price take longer to sell.
- **Know what you'll take.** It's critical to know what price you'll accept before beginning a negotiation with a buyer.



Negotiating to Yes

Negotiating a purchase agreement is the trickiest aspect of any real estate transaction.

(re-printed with permission | Realtor.com | Marcie Geffner)

Most home buyers and home sellers want to arrive at a win-win agreement, but that's not to say either side would regret getting a bigger "win" than the other. Successful negotiating is more than a matter of luck or natural talent. It also encompasses the learned ability to use certain skills and techniques to bring about those coveted win-win results. Here are six tips and suggestions to turn negotiation into agreement:

1. Start with a fair price and a fair offer. There's no question that significantly overpricing your home will turn off potential buyers. Likewise, making an offer that's far lower than the asking price is practically guaranteed to alienate the sellers. Asking and offering prices should be based on recent sales prices of comparable homes.

2. Respect the other side's priorities. Knowing what's most important to the person on the other side of the negotiating table can help you avoid pushing too hard on hot or sensitive issues. For example, a seller who won't budge on the sales price, might be willing to pay more of the transaction costs or make more repairs to the home, while a buyer with an urgent move-in date might be willing to pay a higher portion of the transaction costs or forgo some major repairs.

3. Be prepared to compromise. "Win-win" doesn't mean both the buyer and the seller will get everything they want. It means both sides will win some and give some. Rather than approaching negotiations from an adversarial winner-take-all perspective, focus on your top priorities and don't let your emotions overrule your better judgment.

4. Meet in the middle. Can't decide who will pay the recording fee? Can't agree on a close-of-escrow date? Arguing over cosmetic repairs? Splitting the difference is a time-honored and often successful negotiation strategy. Pay half the fee. Count off half the days. Fix half the blemishes.

5. Leave it aside. Politicians and corporate executives are famous for their "for future discussion" agreements. If you have a major sticking point that's not material to the overall contract (e.g., the purchase of furniture or fixtures), finish the main agreement, then resolve the other difficulties in a side agreement or amendment. This technique allows both sides to recognize and solidify basic areas of agreement, then move ahead toward a fair compromise on other terms and conditions. Summarizing the points of agreement in writing is another helpful strategy.

6. Ask for advice. Successful REALTORS® tend to be experienced negotiators. They've seen what works and what doesn't in countless real estate transactions, and they've established a track-record of bringing buyers and sellers together. Consult your REALTOR® about negotiating strategies, win-win compromises and creative alternatives.



Negotiate a Real Estate Offer

(re-printed with permission | Realtor.com)

Home sellers who have chosen the right REALTOR®, [prepared their home for sale](#) and [priced it right](#) are strongly positioned for a smooth real estate transaction, but perhaps the most complex moment in the sales process comes when you get an offer for your home.

Whether you have one offer or several to consider, you should take a moment to congratulate yourself that you've got a buyer interested in purchasing your home.

How to Evaluate Purchase Offers

Ideally, the [potential buyer or buyers have offered](#) you full price or more, along with the perfect terms for the sale. However, the reality is that not every offer will be immediately acceptable. You'll need to carefully evaluate each offer and begin a negotiation with the buyers and their agent.

Your REALTOR® should be your partner and educate you on the terms of the offer and help you understand the offer in the context of the housing market in your area. You will need to know whether you're in a balanced market with equal numbers of buyers and sellers or one in which buyers or sellers have the upper hand. You'll also need to estimate whether home prices are rising or falling in your community.

Before you begin to analyze any purchase offer, the most important step is to determine whether the buyer can fulfill the terms of the contract with financing. Your REALTOR® can check on the pre-approval letter that should be included with any offer by consulting with the buyer's agent and the buyer's lender.

What Factors Should You Consider in a Purchase Offer?

Once you know the buyer can legitimately qualify for a loan, you should begin to evaluate the offer by looking at these factors:

- How close is the offer to your asking price?
- Will your home [appraise](#) for the contract price?
- How large is the earnest money deposit that accompanied the offer?

- Has the buyer asked for assistance with closing costs?
- Has the buyer asked you to make repairs or to give a credit for home improvements?
- Is the requested settlement date appropriate for your needs?

If you're not immediately satisfied with the offer or are uncertain about whether to accept it, consider your options:

- Are there other offers?
- Can you wait for more offers to come in?
- How will you handle it if no other offers come in after a particular deadline?

Making a Counteroffer

As a seller, you have the options of accepting the offer as is, declining the offer, or making a counteroffer. Your REALTOR® can give you specific advice about your negotiating stance based on your home and your market, but generally you will need to be prepared to compromise on some aspect of your home sale.

Your negotiations can go more smoothly if you have a clear sense of your own priorities, such as a particular settlement date, the ability to rent-back your home from your buyers, or a minimum price that you need to achieve to meet your financial goals. Your REALTOR® should have prepared a document showing you net proceeds at different sales prices that can make it easier to understand the value of different offers.

Negotiations proceed best when both you and your buyer respect each other's needs and interests and come to an appropriate compromise with the help of your REALTOR®s.