

Your First Offer Might Not Be Accepted

What to Do When Sellers Say No or Don't Respond

You've toured the home, talked to your agent and finally submitted an offer. It's within budget, pre-approved and you even waived a few contingencies to sweeten the deal. But then... nothing. Or worse, a flat-out no.

It's frustrating. Sellers may receive multiple offers or have expectations that go beyond price. Understanding the reasons behind a rejection can help you respond with strategy, not stress.

WHY SELLERS DECLINE OFFERS

The most obvious reason a seller rejects an offer is price, but it's rarely the only factor. Sellers often weigh a combination of details to choose the offer that feels right for their situation.

Here are a few common reasons your first offer might not be accepted:

- Too low of a price compared to asking or competing offers
- Contingencies that add uncertainty, like needing to sell your current home
- Financing terms that seem less reliable than cash or pre-approved competitors
- Closing date conflicts that don't match the seller's timeline

- A stronger offer may have come in while yours was under review

Sometimes it's emotional. Sellers may have lived in a home for decades and want to see it go to a certain kind of buyer. Other times, they're just holding out for something they believe is still to come.

In a competitive market, it's not unusual to lose out on the first or even second home you pursue. That's why it helps to

treat the process as a series of negotiations, not a one-time pitch.

HOW TO RESPOND AND MOVE FORWARD

When your offer isn't accepted, your agent may be able to find out why. If the seller accepted another offer, you might become a backup. If the seller countered, you have the chance to adjust and keep the conversation going.

It's important to separate personal feelings from the process. Rejection can sting, but it's not about you — it's about the seller's goals. Stay calm and talk to your agent about next steps.

You may choose to:

- Submit a stronger offer if the home is still available
- Wait and see if the deal falls through and re-engage later
- Move on quickly and apply what you learned to your next opportunity

Sometimes, the best decision is to walk away and focus on another listing. The right home is out there — and being flexible, informed and resilient will help you find it.

In a fast-moving market, it's easy to get discouraged. But many successful buyers make several offers before one is accepted. Stay patient, stay prepared and lean on your agent to guide you through the ups and downs.



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REAL ESTATE 101



HOMESWISE GLOSSARY

Sellers Don’t Always Say Yes

Even a strong offer can be declined. Sellers may have other priorities, emotional attachments or competing bids. It’s part of the process — not necessarily a reflection on you.

Counteroffer: A counteroffer is a seller’s response to a buyer’s original offer. It typically includes changes to price, contingencies or closing dates, and begins a new round of negotiation.

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