

How to Handle Multiple Offers

Tips for Sellers Facing More Than One Buyer

It's every seller's dream — and every buyer's nightmare. Multiple offers on your home can lead to a faster sale and a better price, but they also require careful consideration. Choosing the right offer isn't always as simple as picking the highest number.

If your listing sparks strong interest, here's how to evaluate your options and handle negotiations with confidence and fairness.

COMPARING MORE THAN JUST PRICE

When reviewing multiple offers, your instinct may be to jump at the highest bid. But it's important to look at the full picture — the terms and conditions of each offer can vary just as much as the price.

Key factors to compare include:

- Financing method — Cash offers often close faster and come with fewer risks than loans
- Preapproval letters — Buyers with verified financing are more likely to close
- Contingencies — Fewer contingencies (like inspection or appraisal) reduce the chance of delays or cancellations
- Closing timeline — Offers that align with your ideal



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move-out date may be more appealing

• Earnest money deposit — A higher deposit shows stronger commitment

Some buyers include personal letters or offer flexible terms — such as rent-back agreements — to make their offer more attractive. These may not add to your bottom

line, but they can make your life easier during the transition.

If any offers include an escalation clause, review the terms closely. This clause raises the offer automatically if someone else bids higher, up to a set limit. It can be useful — but it also signals the buyer may have a ceiling.

A real estate agent can help you create a side-by-side comparison of all offers and talk through each element. Their goal is to help you accept an offer that's strong, clean and most likely to close.

HOW TO RESPOND STRATEGICALLY

As the seller, you have a few

choices when faced with multiple offers. You can:

- Accept the best offer as-is
- Make a counteroffer to one or more buyers
- Ask all buyers to submit their highest and best offer by a deadline

The third option — often called a multiple-offer notification — gives everyone a fair chance to improve their bid. It can lead to better terms, but it also comes with the risk of losing one or more interested buyers.

Whatever path you choose, it's important to stay transparent and ethical throughout the process. Treat each offer seriously, communicate clearly and avoid making promises you can't keep with the buyer.

Once you accept an offer, the others are no longer in play — but if your deal falls through, you may want to reach back out to the strongest backup.

Selling a home is both a financial and emotional decision. When multiple buyers are at the door, take the time to weigh your priorities — whether it's speed, certainty or top dollar — and choose the offer that gets you closest to your goals.



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REAL ESTATE 101



HOMEWISE GLOSSARY

You Don't Have to Take the Highest Offer

Sellers can consider many factors — not just price — when reviewing offers. Terms, timing and financing strength also matter.

Escalation Clause: An escalation clause is a provision in a buyer's offer stating they will automatically increase their bid up to a maximum amount if competing offers come in higher.

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