



The Winning Offer Framework

It's not just about price—it's about structure.
These are the six primary levers you adjust:



 **Price** 

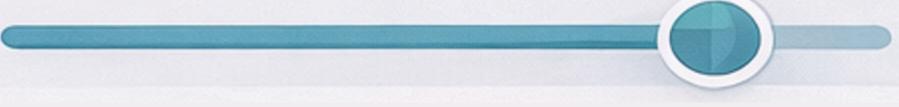
- Over list?
- At list?
- Below list with data?

Price wins headlines.
Structure wins contracts.

 **Due Diligence (NC)** 

- The strongest NC lever.
- Non-refundable—goes directly to seller
- Higher DD signals commitment

In hot markets,
DD is risk capital.

 **Earnest Money (EMD)** 

- Held in escrow
- Credited at closing
- Refundable

Risk perception matters.

 **Financing Strength** 

- Type: Conventional/FHAVA/USDA
- Down payment size
- Pre-approval strength

Risk perception matters.

 **Timeline Flexibility** 

- Faster or longer closing
- Rent-back
- Flexible possession
- Inspection window

Sometimes timing beats price.

 **Contingency Structure** 

- Inspection contingency
- Appraisal contingency
- Financing contingency

Fewer contingencies = stronger offer.

Most buyers think about one lever. Professionals use all six.