

GUIDE TO WRITING A BUYER LETTER



Trying to stand out in a competitive situation? We're here to help!

Elements of a Strong Offer Letter:

Connect with the seller.

- Understand your seller and what this home means to them. How will you maintain the home they've grown to love?
- Acknowledge they may be receiving other offers.
- If you can, address your letter to the first names of the sellers.

Be specific about the home.

- Highlight aspects of the home you're excited about.
- Talk about why this location or neighborhood is important to you.
- Be specific about the future you envision there.

Differentiate yourself from others.

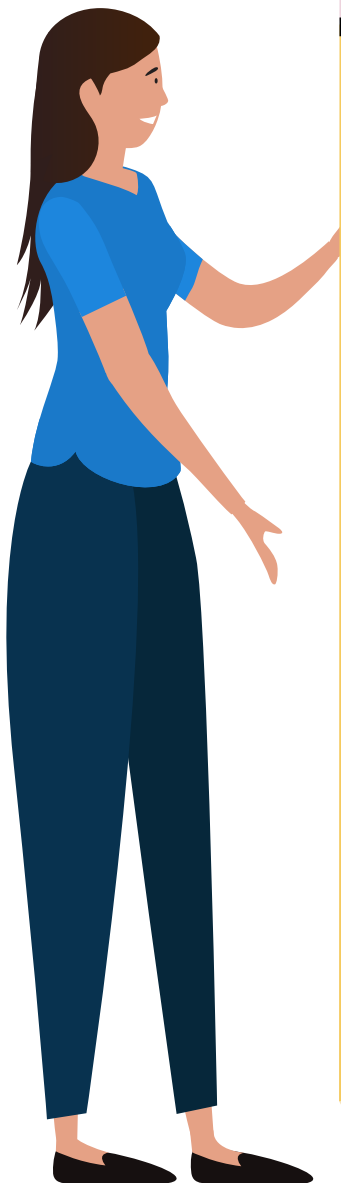
- Tell your personal story.
- Share your long-term commitment to your community. How does the work you do make a difference?

Include a heartwarming photo of you and your family.

- It doesn't need to be fancy or professional – just one that showcases who you are.

Be conscious of the length of your letter.

- We recommend keeping your letter to a maximum of one page.



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