



The Offer Deadline Playbook: Navigating the Seller Decision Period

The offer deadline is closing—As a Homesale Plus listing agent, you have three primary paths based on your seller's goals. Use this guide to ensure a smooth closing or a strategic extension.

1. The Seller Accepts an Offer

- **Action:** Email chris@homesale.plus
- **Details:** Confirm which specific offer is being selected.
- **What Happens Next:** * Chris will prepare a **Commission Addendum** to accompany the Contract of Sale.
 - A "Congratulations" email will be sent to both you and the Buyer's Agent.
 - The Buyer's Agent will be instructed to submit the formal written contract reflecting the terms agreed upon on the platform.

2. The "Gap" Strategy: Negotiating & Pushing

If the bidding has ended but the price hasn't quite hit the seller's target:

- **Strategy:** Don't wait - Use your expertise to reach your sellers end goal. Begin reaching out to the top offers, leverage the transparency of the platform, and negotiate to bridge the gap. Find their contact information by clicking the blue box next to the buyer number.
- **Pro Tip:** Remind buyers of the current activity level to create a sense of urgency.

3. The Extension Strategy (Recommended if no offer is accepted)

If negotiations stall, **do not pull the listing or relist at a higher price.** Relisting kills your current momentum and hides the active interest you've already built.

- **Action:** Extend the sale duration on the Homesale Plus platform.
- **Why it Works:** * **Leverage:** You can funnel new buyers into the market and use the existing offers as leverage to drive prices up.
 - **Flexibility:** The sale can be extended for any duration the seller prefers.
 - **Early Exit:** The seller maintains the right to accept any offer at any time during the extension.
- **Success Note:** Our top-performing agents consistently use extensions to maximize "market stir" and ultimately land a deal that exceeds the initial high bid.