



## Can a Personal Letter Help Buyers Snag Homes in Competitive Markets?

In hot, competitive markets it's not uncommon for buyers to attach a "Dear Seller or "Seller Love Letter" to their offer. What does this mean and how should you handle it? It depends on which side of the transaction you are on.

The intention of the letter is to touch an emotional chord with the seller that will entice them to accept your offer when others might be competing with you. A good letter will try to establish a common ground between the buyer and seller by mentioning the buyer's occupation, hobbies, and how they plan to enjoy the property. The danger is it could put you in a position of violating fair housing laws.

If you are a buyer it is much more important to structure your offer to make it as strong as possible rather than attaching a letter to the seller.

And if you are a seller and you get a letter attached with an offer be very careful to base your decision on the terms in the offer and not anything in the letter that could put you in a position of violating the law.

Good agents, especially in a hot market, will discuss all options with their clients so they know the pros and cons of every scenario. Many agents will discourage their clients from writing or accepting these letters and rightly so.



*Martha*

