

Offer Strategy Builder

Decide your price, your terms, and your walk-away point *before* emotions take over. Fill this out with your agent before submitting an offer.

Property basics

Field	Detail
Property address	
List price	
Days on market	
Estimated fair value (from comps)	
Competing offers likely? (yes/no)	

Price ladder

Anchor	Your number
Opening offer	
Realistic target price	
Absolute maximum (walk-away)	
Monthly payment at max price	

Terms — the non-price levers

Term	Your position
Earnest money amount	
Closing date preference	
Financing contingency (keep / waive)	
Appraisal contingency (keep / waive / gap)	
Inspection contingency (keep / info only / waive)	
Seller concessions requested	

Term	Your position
Occupancy: seller rent-back (yes/no)	
Personal items requested (appliances, etc.)	

Contingency risk check

For every contingency you waive, write what you're accepting the risk of:

Waived contingency	What could go wrong	Can I absorb it?
Appraisal	Bring gap in cash	■ Yes ■ No
Inspection	Buy home as-is with hidden defects	■ Yes ■ No
Financing	Lose earnest money if loan falls through	■ Yes ■ No

Walk-away test

Before submitting: Would you feel *relieved* if this offer is rejected at your max? If yes, your max is too high. Lower it.