Turning Buyer Interest Into Strong Offers

Seller Guide 2

JKLREALESTATE.COM

THE PROBLEM

Why Buyer Feedback Is Often Misleading

Most sellers are told their price will be determined by “Buyer Feedback” but not all feedback is equal.

There is a big difference between:

- What a buyer says.
- What they think.
- What they are actually prepared to pay.

For example:

A buyer might say:

I think it’s worth around $875,000.

But when asked to put forward an offer, that same buyer may come in with an offer closer to $800,000.

The gap is where most sellers lose money.

The mistake is treating opinions on price as facts.
But opinions don’t determine price, offers do.

The Bottom Line

The goal is not to collect feedback.
It’s to uncover what a buyer is actually prepared to pay.

FRAMEWORK

What Turns Buyer Interest Into Offers

Generating an enquiry is just the first step. The real difference comes from what happens next. At JKL, every campaign is built around 4 key drivers that move buyers from interest to action.

Creating Demand

Enquiry creates opportunity.
The more buyers you engage, the more opportunities you create to find the right buyer.

Negotiation

This is where premium results are won or lost.
Understanding what a buyer is truly prepared to pay requires the right questions, timing and positioning.

Client Experience

Buyers who feel confident and informed are more likely to move forward. Clarity and communication reduce hesitation.

Teamwork

Consistent follow-up ensures that no opportunity is missed. Every enquiry is tracked, nurtured and progressed.

The Bottom Line

Enquiry does not create results. The conversations that follow do.

CHECK LIST

The Questions That Turn Interest Into Offers

The first step isn't negotiation.
It's understanding what a buyer is actually prepared to put forward.
There is often a gap between what a buyer says and what they are willing to offer in writing. The goal is to close that gap early and establish a genuine starting position.

Understanding The Buyer

- ☐ How long have you been looking?
- ☐ Do you need to sell to buy?
- ☐ What else have you looked at? How does this compare?
- ☐ Where do you see value in this property?

Testing Intent

- ☐ Would you be happy to put that offer in writing today?

Establishing A Real Offer

- ☐ If not, what price would you be happy to submit an offer at? (This becomes the starting point)

The Bottom Line

There is a difference between what a buyer says and what they are willing to put forward as an offer. The goal is to establish a real position early on, not rely on opinions.

SCENARIO

What This Looks Like In Practice

The Situation
A seller received early feedback from buyers that suggested a lower price range based on initial conversations.
At this stage, most feedback was based on opinion rather than a firm position.

The Strategy
We focused on establishing real offers early by asking buyers what they were prepared to put forward in writing.

This allowed us to:

- Separate opinions from genuine buying intent.
- Identify which buyers were serious.
- Create a clear starting point for the campaign.

Throughout the campaign, we ensured consistent follow-up and collected feedback from the majority of buyers, giving us a clear and accurate view of the market in real-time.

The Result
Initial offers provided a starting point, not the final outcome.
As more buyers engaged and competition increased, those same buyers adjusted their position. This led to stronger offers and a final result above the initial expectations.

The Bottom Line

The first offer is rarely the final result.
Understanding where buyers start and guiding them through the process, is what creates stronger outcomes.

NEXT STEPS

What Happens After Enquiry Matters Most?

Generating Enquiry is only the beginning

The result is determined by:

- How buyers are engaged.
- How their position is understood.
- How they are guided through the process.

Which comes from having a clear strategy to:

- Turn interest into inspections.
- Turn inspections into offers.
- Turn offers into strong results.

If you're aiming for a strong result, the next step is understanding how your property would be positioned in today's market.

Book a strategy session or request your free property price update.

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