



# Turning Buyer Interest Into Strong Offers



**Seller Guide 2**

**JKLREALESTATE.COM**





# 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.



# 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.



# 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.*



# 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.*

# 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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