

Vol. 6  
Issue 1

F.Y.I.

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## INSIDE...

- THE ART OF PRESENTING AN OFFER
- NEW TAX CREDITS APPROVED FOR HOMES WITH SOLAR POWER

## THE ART OF PRESENTING AN OFFER

### Agree on an approach with your agent:

How an offer is presented to a seller can do a lot to affect the outcome. Sellers usually feel more comfortable accepting an offer if they are confident that the buyers are qualified to perform and eager to close the transaction. If the buyer's agent presents the buyer's offer in person, the seller has the opportunity to gather information that could influence a positive decision. A faxed presentation, on the other hand, is far less personal. At the least, the buyer's agent should stand by for a conference-call presentation.

Make sure before your offer is presented that you find out how your agent intends to handle the presentation. Your best bet is for your agent to present your offer to the sellers in person. This may not be possible if the sellers have told their agent that they don't want to be present. In this case, ask your agent to make arrangements to present your offer directly to the listing agent. At least this gives your agent the opportunity to present your case and to make sure that there are no questions left unanswered.

### Know what the sellers want:

Sellers who don't want to hear offers personally should make sure that their agent is available to meet with buyers' agents to review offers. This is not only a professional courtesy—since the buyers and their agents have put time and effort into their endeavors—but it enables the listing agent to better screen the offers for the sellers.

Even though it's preferable to have in-person presentations, sometimes the listing agent prefers that offers be dropped off at

the listing office in a sealed envelope. If you find that this is the case, ask your agent to prepare a summary to accompany your offer. This summary should tell the seller something about you and it should highlight the positive aspects of your offer.

Having offers dropped off in sealed envelopes can also do the seller a disservice, particularly if multiple offers come in. One way the listing agent can keep track of how many interested buyers there are is by letting buyers' agents know in advance that offers will be presented in person. This forces buyers' agents to make an appointment with the listing agent to present an offer. The listing agent is then able to keep everyone who's interested informed about how many offers are anticipated. This helps buyers strategize and can actually get a better price for the seller. When offers are simply dropped off in a sealed envelope, the listing agent often doesn't know how many offers to expect.

### The closing:

No matter how your offer is presented, you can improve your chances by including a copy of a preapproval letter, or at least a prequalification letter. Also, if there's a seller disclosure package available, you'll have more clout with the seller if your agent can say that you've read and received this before you make your offer.

Some buyers, particularly in multiple-offer presentations, write a letter to the seller to personalize their offer. This can also have a positive impact on the seller. However, the most sincere letter will carry little weight if you're not financially qualified, or if your price is too low.

Source : Iman News



## NEW TAX CREDITS APPROVED FOR HOMES WITH SOLAR POWER



Rising energy prices are prompting more people to look into "zero-energy homes," highly energy-efficient houses designed and equipped to produce as much electricity as they use. New federal tax incentives that take effect in January could help these dwellings, now just a green niche in the home-building industry, draw even more interest.

The concept has been around for years: Draw electricity from the power grid when needed and harness solar energy to produce electricity when conditions permit, sending any excess into the power grid to earn financial credit. In an ideal scenario, the result would be zero net electric costs during the course of a year. Achieving this balance takes a home equipped with a combination of photovoltaic cells and special construction features, like proper site planning, improved insulation and energy-efficient appliances and lighting. Some homeowners have gone further, incorporating structurally insulated panels to form walls, ceilings and floors that greatly reduce the thermal leakage experienced in conventional homes. A senior program manager in solar power and building technologies at the Energy Department's National Renewable Energy Laboratory in Golden, Colo., says that combined with rising energy prices, tax incentives for energy efficiency will have a profound effect on home construction in the years ahead.

The Department of Energy estimates the average U.S. household pays about \$1,500 a year for electricity. Since most of that expense is for heating and cooling, supporters say adopting zero-energy technology could substantially reduce energy consumption and its effect on the environment.