

HOW TO PRESENT CASH OFFERS





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PRE-LISTING PREPARATION

- ✔ **Confirm Appointment**-If you haven't already, make sure to let them know you'll be bringing some strong cash offers to the table! Here's a quick example:

"I hope you're having a great day! I'm looking forward to meeting you tomorrow at 10 am. I just wanted to check in and make sure both you and your spouse can join us, to ensure that we make the most of our time. By the way, with our extensive network of buyers, I can also show you cash offers for your home. This can provide you with a clear picture of all your options. Thank you, and see you tomorrow at 10 am!"

- ✔ **Research Property Data & Prepare Market Analysis**-Explore multiple platforms for comprehensive property data.
- ✔ **Preview Competing Listings**- Preview competing listings for insights. Note any significant differences or trends.
- ✔ **Get Cash Offers from Zoodealio**- Once you have a better idea of what the property is worth, get cash offers from Zoodealio! If the cash offers are not aligned with market value (90%-100%), submit a manual review to the Zoodealio Offers Department. Keep in mind that instant cash offers are preliminary and may undergo revisions.

CATER YOUR MESSAGE

"People don't care how much you know until they know how much you care" -Theodore Roosevelt

- » **Question to Ask:**
Out of curiosity, what's most important to you in the sale of your home, selling it as fast as possible or selling it for the most amount of money as possible? Selling as fast as possible with speed, and certainty, and convenience or selling it for the most amount of money as possible?
What if you could have both?
-

What are the main selling points?

Properties in Good Condition:

The main selling points for clients with well-maintained properties are that they will have a quick and stress-free transaction with financial flexibility. An instant first payout provides sellers with the liquidity they may need for their next investment, moving expenses, or financial goals. This advantage removes the uncertainty of waiting for a buyer.

Properties in Not Good Condition:

Homes needing repairs can still get competitive offers. The Fix It Then List It handles renovations, increasing the home's market value without the client having to front the costs.

EXPLAINING THE CASH OFFERS

» "I'm sure you've heard of these companies that offer cash for homes. The good news is I have a dashboard here for you with the different cash offers and options that are available right now for your home!"

» "Here are the cash offers and options that are available for your home! I have an extensive network of Cash Buyers with a combined purchasing power of \$10 billion. These are offers from Cash Buyers who are ready, willing, and able to purchase your home. I wanted to share this with you if you'd like to reflect back on this later."

» "Thanks for sharing your home selling goals (provide feedback on what they shared with you). Before discussing listing your home on the market, would you mind if I briefly present some cash offers and options I have available for you?"

» "I'll be going over each offer we have today, discussing what it entails, the potential benefits for you, and then you can let me know if it seems like a viable option based on the numbers."

Offers Department

- Offers@Zoodealio.com
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Cash Offer

Example 1

"The Cash Offer is similar to a retail iBuyer cash offer. The benefit is you can pick your close date, and move when you want! It's really easy, convenient and you get to skip all of the stress of getting your home ready for a sale. It looks like your net on this Cash Offer would be about '\$.'

Now one of the cons to this Cash Offer is as you can see, this cash offer is considerably lower than market value. So although you won't have to make any repairs or do any updates to your home, you'd be leaving quite a bit of money on the table. These cash offers change continually depending on market conditions and it looks like where we're standing today is quite lower than what we could get if we were to bring your home to the open market."

Example 2

"Here we offer a straightforward cash solution. It's a one-time deal where you receive your net payout once the buyer purchases the property, making the process easy and seamless. The initial offer stands at (\$), with a Service Fee of (%), resulting in a net offer of (\$). Considering this and your mortgage balance, would this amount be enough for your upfront needs?"

It appears to be on the lower side

"I completely understand. Cash offers like these are tailored to current market conditions and can be quite aggressive. But I always like to present this first option, because you never know if it might work.

Since putting (\$) in your pocket doesn't work, what would work for you? What do you need to put in your pocket up front?"

Cash+ Offer

Example 1

"I would like to introduce you to the Cash Plus Offer. This offer represents the full market value of your property in cash. Let's look into the details. (open details)

One of the primary advantages of the Cash+ Offer is you won't have to leave too much money on the table. Additionally, you have the flexibility to choose your closing date.

Once you accept the offer and go under contract, the Cash Buyer will conduct a home inspection, and upon closing, you'll receive an initial payout. The remaining amount will be provided when the home sells on the open market.

Example 2

"This full market cash offer gives you a guaranteed initial cash payout, hopefully getting you enough funds for it to make sense. The property will ultimately be resold by the Cash Buyer and I will be the agent representing them, ensuring that it sells for the highest price possible so you don't leave any money on the table. Let me explain what that looks like..."

EXPLAINING THE FEES AND RESERVE

PROGRAM FEE:

This is a fee-based offer. The Cash Buyer does charge a Program Fee of 6%...

They'll close, pay your mortgage off, get you the funds up front, and take title. The program fee covers all holding costs which include utilities, HOA payments, property taxes, property insurance, and maintenance etc. So in a scenario like this, you can wipe your hands clean and wait for the second payout. That's another reason this offer stands out—it doesn't require giving up equity; instead, the Cash Buyer just charges a fee."

AGENT COMMISSIONS & RESALE CLOSING COSTS:

"The next item below is pretty straightforward. It's called Agent Commissions and Resale Closing Costs. It pays the Realtor the commissions that are part of the transaction. And since it's going to be listed and resold, it helps cover some of those additional title and escrow fees that are going to be incurred.

Before I go to the next part, which is how you're tied to the resale, do you have any questions so far?"

RESERVE:

"Perfect, the third part of this offer structure is called a Reserve. The Reserve is a portion of your available equity that's set aside until the property is resold. So in this example...

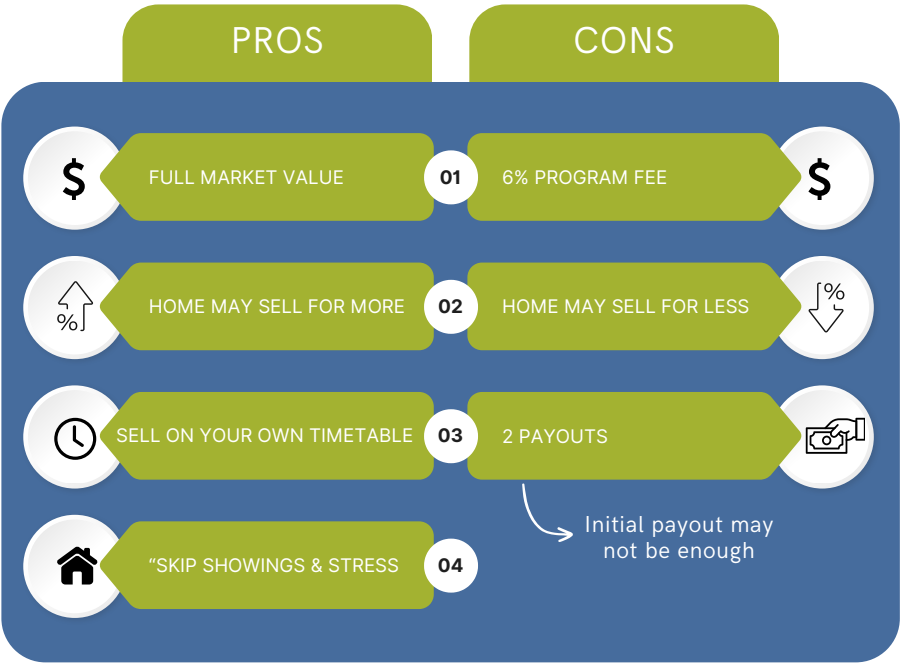
When you agree to sell your property to the Cash Buyer for a certain amount (\$), you can move out once the deal is closed and you've received your initial payout. While you're living in the comfort of your new home, the Cash Buyer and I will work on reselling the property. If we resell it for the same price, the Reserve will be fully refunded to you.

Let's say the property sells for \$10k less than what the Cash Buyer offered. In that case, the \$10k would be taken from the reserve (the second payout). But here's the cool part: whatever's left in the reserve after that deduction is still returned to you!"

"Now, here's why sellers often love this setup: if the property sells for more, not only do you get back the reserve, but you also get the extra profit! That's where the real benefit kicks in."
(Show remodel examples)

Let's try another way to explain it (if needed):

"Imagine we decide to sell your property on the open market because it's the best option for you. I list it, and it sells for \$10k less than the buyer's offer. In that situation, it might seem like you've lost \$10k. However, think of it this way: the fact that the property sold for less means that the buyer's offer was actually higher than what the market was willing to pay. So, even though you didn't get the full amount, you still benefited because you got the highest possible price given the market conditions. It's still a win for you in the end, even if you don't realize the full amount initially."



Sell Now, Move Later

Example 1

"Another option would be the Sell Now, Move Later. The structure of this offer is very similar to the Cash Plus. The biggest difference is that the Sell Now, Move Later will give you a flexible month-to-month lease back for up to 12 months. The con to this offer is often times, the rent will be at a premium price."

Example 2

"I also have a third option available, although I hadn't initially planned on discussing it in detail unless it caught your interest. It's called Sell Now, Move Later, and it shares similarities with the structure of the Cash Plus offer. With this option, you receive an initial payout when your house is relisted, followed by a second payout. Essentially, you receive the initial payout and have the flexibility to use those funds to search for your new home at your own pace, with a timeframe of up to twelve months.

Does this option sound like something you'd like to explore? It's possible that it might not align with your preferences, but I wanted to mention it to see if it's a possibility worth considering."

What would the lease back look like? (Keep in mind the lease back amount will often be higher than market value)

"Until I get back to the Buyer, I can definitely let you know a range of numbers you would be looking at."

Fix It & List It

Example 1

"As we go through these offers, maybe we should spend a little bit of extra time on this Fix It & List It because you showed that x, y, and z need to be done to the home.

And I agree. In this market, it's a beauty contest **and** a pricing war. So because of where we're at in today's market, might be a good idea to revisit or to visit some of these repairs prior to putting the home on the open market. And this cash offer program allows you to do just that. You don't have to come out with anything out of pocket. You get a first payout so you can move out. The repairs are done after you leave, so you don't have to live in the home while the repairs are being made. And then after that, I will sell the home in the open market, ensuring the highest possible price."

Example 2

"Another amazing aspect of this Cash+ Offer is the opportunity to maximize your return on equity by partnering with the Cash Buyer! This is called the Fix It & List It. After you move out, the Cash Buyer will step in to update, repair, and refresh the property, to help increase the home's value. Let me show you some local projects this Cash Buyer has undertaken..." (show remodel examples).

MAIN QUESTIONS

How do the repairs work?

"During the inspection period, the buyer will suggest repairs and their associated costs. As the seller, you then review these proposed repairs and costs. You have the control to decide whether you want to proceed with these repairs or not. This means you get to determine the extent of the repairs needed. For example, if there's a repair that you don't want to invest in renovating, or if you want to set a limit on the repair expenses, the buyer may be flexible and willing to work with you. It's important to note that the cost of these repairs comes out of your equity, not out of pocket. Since these repair costs are coming out of your equity, it's important to make sure you're comfortable with the agreed-upon repair expenses."

Is there any way to lower the Reserve amount so I can get a higher payout?

"I don't have the answer for that right now, but with this buyer can be flexible! Let me take it back to them and I'll see if I can make that happen."

What's the benefit to the Cash Buyer?

"Great question! The buyer can earn 6%-8% off the **upside** proceeds if the property sells for more than the original purchase price, creating a win-win situation for all parties involved."

PIVOT TO THE LISTING

Example 1

"If the cash offers are too low or <whatever reason>, then I'm confident we can do better by listing on the open market.

And the good news is we always have these cash offers to fall back on if your needs change.

Let's take a quick look at my marketing plan and what listing your home would look like..."

Example 2

"All right, so those are the three different cash offer options that I have. Do any of them appear to be potential solutions that could work for you today??

Got it, now I will tell you, probably the majority of the time, cash offers don't work. If they did, then there would be no such thing as traditional real estate right? So here's the good news. These cash offers aren't going away, so if your situation ever changes, we can always revisit them.

Now what it sounds like is that doing what most people would call "going on the traditional market," which typically maximizes your sales price while keeping fees low, would be the best approach for you." Let's see what that looks like..."

Example 3

"Nothing worked for you, cool. I kind of assumed that, but I wanted to let you know what's available in your market for your property. So it sounds like based on your needs and XYZ, putting your property on the open market is going to be your best option to maximize your sales price and have the lowest fees possible. So doing that with me, here's what that looks like..."

ACCEPTANCE WORKFLOW



We're Here to Help!

Within 24 hours of acceptance, the Zoodealio Offers Department will reach out to help answer any questions you or your seller may have.



Cash Buyer Final Review

All offers are subject to final underwriting. A complete set of exterior and interior photos will be necessary to complete the final underwriting.



Send Offer Instructions

You will then be sent the Cash+ Addendum, which outlines the terms (fees, reserve, payouts, purchase price, etc.).



Inspection

The buyer will perform a home inspection within 15 days, looking for anything that might hinder the property from reselling for the purchase price.



Repair Options

Once the inspection is completed, the buyer will present potential remodel options. They may approve the property as-is or request repairs; your seller can negotiate if needed. This upfront awareness saves you from initial resale issues.



Move Out/Initial Payout

After that, it's like a normal transaction! The title company sends over all the information that all parties need to sign. Upon the close of escrow, the seller will move out of the property.

***You get paid 2% commission**



List on Market

The buyer will complete the agreed-upon repairs. You (agent) schedule photos and then put the property on the open market.



Resale Closing

Once an offer is accepted from an end buyer, the transaction will proceed to close.



Second Payout

Upon the second close, the seller will receive their second payout, which includes the reserve and any upside proceeds.

***You get paid 2% commission
*2.5% offered to buyers agent**