



# November 2021

770-594-2222

**EDIFICE INSPECTIONS**  
*RESIDENTIAL & COMMERCIAL*

**EDIFICEINSPECTIONS.COM**

## Should you encourage your sellers to get a Pre-listing Inspection with Champia?

There is an argument for both sides, but we think you'll find that the pros far outweigh the cons. Our Pre-listing Inspection empowers your sellers to confidently address issues prior to listing, and helps you to prepare your client's home for a successful, high-value sale.



Here are some reasons why you should encourage your sellers to have a pre-listing inspection done with Edifice Inspections:

## GET THE COMPETITIVE EDGE!

*The flexibility of time for repairs*

*The seller appears more trustworthy*

*Low probability of buyer requested repairs*

*A tangible report received after inspection*

*No surprises!*

*A pre-listing inspection could speed up closing time*

*Possible higher asking price with repairs already done*



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for your SELLERS  
Expires Dec 31, 2021**

**CODE: PRELIST**



*Should you encourage or discourage your clients to write a "Love Letter" to the seller, in efforts to get to the top of the pile of offers?*

*See the next page for details!*



# Love Letters to Sellers

*What you should know about this practice*



“A love letter is any communication from the buyer to the seller where the buyer is trying to set themselves apart,” says Deanne Rymarowicz, associate counsel at the National Association of REALTORS®. “ It could be an email, a Facebook post, a photo. Some buyers send elaborate packages with videos and letters. The communication has the intent of ‘pick me, and here’s why.’”

Buyers who write the letters typically send them to the listing agents, along with their offers - but does this practice work? And does it unintentionally create Fair Housing Act discrimination and risks for buyers, sellers, and their agents?

## *Did your Dog just write a plea to the seller to give your client the upper hand?*

Doggie ghostwriting, which happened IRL, is just one example of how home buyers are using creativity to try to get their offer accepted. It sounds harmless enough. But buyer letters to home sellers can unintentionally create Fair Housing Act discrimination and risks for buyers, sellers, and their agents. Here are some things to keep in mind.



### Fair Housing Act: *A reminder on what is OFF limits*

While these love letters may seem harmless enough, they can create a problem if buyers accidentally reveal information in one or more of the seven areas protected by the Fair Housing Act.

Those areas are race, color, religion, sex, disability, familial status, or national origin.

Buyers could say something like, ‘this is down the street from our temple,’ or ‘the hallways are wide enough to accommodate my wheelchair’.

Anything that provides personal information related to one of the prohibited bases for discrimination could result in a violation if a seller makes a decision based on that information.

### Tips to Help Your Clients Avoid Violating the Fair Housing Act

#### Keep The Contract In Mind

It's a negotiation - and you, as the agent, should be in charge of that.

#### Focus On Objective Information

Find ways to differentiate yourself on objective terms. “Can you make a larger earnest money deposit? Can you give them a longer closing date?”

#### Proceed With Caution

The NAR discourages buyer letters to home sellers and advises caution, according to Rymarowicz.

#### Know Your State Law

It's not illegal in Georgia to include a letter, but it can dance so close to the line and it could put the seller in a very bad spot as far as discrimination and violating the Fair Housing Act.

Even if a buyer's letter to a seller focuses on the property and not the buyer, there's little to be gained. There's risk, but the reward isn't there.

➔ **Instead, focus on writing a really strong offer.**  
**That's what has to stand out.** ←