



HOW TO WIN A BIDDING WAR

# PLAYBOOK

9 “Secret Weapons” to Get Your Offer Signed

*Ariella + Lukasz*  
• REALTY GROUP •

# W E L C O M E

*Hi there!*

Buying a home in today's market can feel like a battlefield. Multiple offers, bidding wars, and cash buyers make it tougher than ever – but it's not impossible.

This guide shares the 9 insider strategies we've used to help our clients win – even when they weren't the highest offer.

Each "Secret Weapon" gives you an edge, clarity, and confidence to make smart, strategic moves when it counts.

*Ariella + Lukasz Boczniewicz*

Ariella + Lukasz Realty Group | Keller Williams Real Estate

## ABOUT US

We understand what makes sellers say "yes." With a 96% success rate and years of experience helping clients turn missed opportunities into sold homes, we give buyers the edge to stand out – and win – without stretching their budget. Licensed full-time in PA and NJ since 2019, we bring strategy and heart to every transaction.



# SECRET WEAPON

## # 1



### *Go Strong* (for “The One”)

*The offer that says, “We mean business.”*

When you find the house, hesitation can cost you.

A strong, clean offer signals confidence to the seller.

- ✓ Know your numbers
- ✓ Have pre-approval ready
- ✓ Minimize contingencies where possible

Sometimes, the best offer isn’t the highest – it’s the strongest.  
This is the strategy for the house you’ll lose sleep over.



# SECRET WEAPON

## # 2

### ★ *The Escalation Advantage*

*“An escalation clause can quietly outmaneuver competitors.”*

When competition heats up, let your offer adjust automatically – without revealing your max budget.

- ✓ Offer your base price (e.g. \$500,000)
- ✓ Set your escalation (e.g. \$2,000 over any competing offer)
- ✓ Define your ceiling (e.g. up to \$520,000)

It tells sellers: “We’re serious, but smart.”



# SECRET WEAPON

## # 3

### ★ *Serious* Buyer Signals

*"Small actions speak volumes:"*

- ✓ Quick response time
- ✓ Clean paperwork
- ✓ A personal note to the seller

These little touches often make your offer the one they remember.

A strong deposit is your first impression. We typically recommend it is 2-4% of the list price. The higher the percentage, the more attractive it is for a seller. This shows you have "skin-in-the-game" and are a serious, committed buyer.



# SECRET WEAPON

## # 4

### 🚫 *Ditch the Seller's Assist*

*“In a bidding war, simplicity wins.”*

Asking the seller to cover part of your closing costs — known as a Seller's Assist — can be helpful in a normal market. But in a competitive one, it weakens your position.

If you're able, remove this request entirely. A clean, no-assist offer puts more money in the seller's pocket and makes your bid easier to say “yes” to. In a market where every detail counts, simplicity can be your secret advantage.



# SECRET WEAPON

## # 5

### *The Local “Secret Weapon”* (Pay Their Tax)

“A small move that wins big.”

Here in Bucks and Montgomery Counties, there is a 2% Real Estate Transfer Tax that is typically split 50/50 between the buyer and seller (you each pay 1%). A powerful and hyper-local strategy is to offer to pay the seller's 1% share. This is a direct, guaranteed boost to their bottom line (and also an additional amount you do not need to worry about appraising).



# SECRET WEAPON

## # 6

### 🔍 *Get Creative* with Inspections

*“Protect yourself while keeping your offer competitive.”*

Waiving inspections is a personal comfort decision – but you don't have to waive them entirely to stay competitive.

Here are ways to entice a seller without waiving::

✓ **The “Info Only” Inspection:** You perform the inspection for your own education, but you agree not to ask for any repairs or credits. You still keep your right to terminate if you find a deal-breaker.

✓ **The “Deductible” Cap:** You agree to cover the first portion (e.g., \$5,000) of any repairs. This tells the seller you won't nickel-and-dime them, but you're still protected from major, unexpected problems.

These approaches strike the perfect balance – keeping you protected while helping your offer rise to the top.



# SECRET WEAPON

## # 7



### *Beat the “Appraisal Risk”*

*“Show sellers your offer is solid – not just high.”*

When your offer goes over asking, sellers worry: “What if it doesn’t appraise?” Lenders only fund based on the appraised value, not your offer price – and that makes sellers nervous.

If you waive the mortgage or appraisal contingency, you are promising to cover any "gap" between the appraisal and your offer in cash. This is a strong, but risky, move that shows the seller your high offer is not an "empty promise".

(Tip: Always discuss this move carefully with your agent to balance strength and safety.)



# SECRET WEAPON

## # 8



### *The Time* Advantage

*“Flexibility can be just as powerful as price.”*

One of the biggest stresses for sellers? Figuring out where to go next. Offering post-settlement possession gives them breathing room — you close on the home (you own it), but allow them to stay for an agreed period, usually 1–3 months.

This extra time helps them secure their next home, move at their own pace, and feel supported through the transition. For you, it's a simple act of flexibility that can make your offer stand out — even over higher bids.



# SECRET WEAPON

## # 9



### *The “Advanced” Power Move*

*“When it’s down to the wire, go beyond the obvious.”*

A quick preface: This is an advanced strategy and is not right for everyone. It should only be considered if you are in a strong financial position and after a detailed discussion with your Realtor.

**In a typical sale, more often than not, a seller agrees to pay for both sides of the commission.** In a fierce bidding war, you can make your offer stand out dramatically by offering to pay your own agent's commission. This directly increases the seller's net profit and is a "secret weapon" very few buyers even know is an option.



# SECRET WEAPON

## # 10

### Thinking Outside the Bidding War

*“The best way to win a bidding war... is to avoid one entirely.”*

The 9 strategies in this playbook are essential for winning. But it's important to remember that this is a **tough market, and it requires patience, flexibility, and truly thinking outside the box**. Sometimes, the smartest move isn't just how you bid—it's where you look.

While other buyers are fighting over the same 2-day-old listing, we focus on finding the hidden opportunities.

- **We look for opportunities with flexibility.** This includes **homes that have been sitting on the market**. A seller whose home has been listed for 30+ days is often far more negotiable than one who just listed 30 minutes ago.
- **We hunt for "Expired" listings.** We proactively search for homes that didn't sell the first time. These sellers are often highly motivated and just waiting for the right offer, not the highest one.
- **We find "Off-Market" properties.** While other buyers are fighting over the same few homes on Zillow, we are focused on finding opportunities that never even hit the public market. As a well-connected team in our community, **we can find off-market homes and opportunities that others don't know about**.

And for buyers who also need to sell before they buy, we get extra strategic. We'll explore bridge solutions, HELOC options, flexible closing timelines, and creative negotiation options that make both moves possible – without the stress of being stuck in between.

This “outside-the-box” approach is the ultimate advantage: it gives our buyers access to hidden opportunities – and sellers who are ready to say yes.

# YOUR DREAM HOME IS WITHIN REACH!

This is a tough market, but "impossible" is not in our vocabulary.

This is insider information, and the right strategy always depends on your personal and financial situation. We can't make the decision for you, but we can make sure you have the best playbook.

## READY TO BUILD YOUR WINNING STRATEGY?

Knowing these strategies is the first step. Knowing when and how to use them is the next.

If you're tired of losing and ready to win, let's talk. Click the link below to schedule a free 15-minute "Buyer Strategy Call." We'll listen to your situation and help you build a real plan to get your next offer accepted.

Let's make your next move your best one.

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