

Backup Pitch Email

Here is an email template I use to fish for backup offers in multiple offer situations.

Adjust this based on whether there was a buyer's agent or you were dealing directly with the buyer.

Hi (name),

Thank you and thank your buyer for a very strong offer. It was a tough decision we ultimately chose to go with a different offer. That said, we would be happy to entertain a backup offer if your clients are interested. While we don't anticipate any issues with the first offer, we've been around long enough to know that you just never know. No doubt—you know what I mean.

Please update the offer and resubmit if you wish to pursue a backup spot, but either way—thank you for the offer. Best of luck to you and your buyers and we really appreciate your professionalism. It would have been great to work with you. Hopefully we cross paths again.

Respectfully,

(Your signature)