

HOW TO EXPLAIN SMCO: SAMPLE SCRIPTS

To Sellers (as listing agent):

"We've received multiple offers, which is great. Instead of committing to just one buyer right now, we'll use the Seller Multiple Counter Offer (SMCO) form. This lets us counter more than one buyer at the same time, and even give slightly different terms to each if it makes sense.

What's important for you to know is that even if a buyer signs and accepts our counter, it's not binding yet. We still get to choose who we want to move forward with after seeing their responses. This keeps us in control and usually motivates buyers to improve their price or terms. Once we've reviewed all the responses, we'll make a final decision and sign to lock in the best offer."

To Buyers (when receiving an SMCO):

"The seller has sent you a Seller Multiple Counter Offer (SMCO), which means they've countered several buyers at the same time. This is different from a regular counter. If you accept the terms, it doesn't automatically put you in escrow – the seller still has to sign again to confirm they're choosing your offer.

What this means is:

- You're competing with other buyers.*
- You can either accept, counter back with stronger terms, or pass.*
- Speed matters, because the seller will review all responses and pick the one they like best.*

My advice is to make your terms as strong as you're comfortable with, so you stand out when the seller makes their final decision."

With these scripts and the cheat sheet, you can explain SMCOs in a way that's simple, confident, and client-friendly – without overwhelming anyone with legal jargon.

SMCO CHEAT SHEET: SELLER VS. BUYER PERSPECTIVE

ASPECT	SELLER'S PERSPECTIVE	BUYER'S PERSPECTIVE
What it is	A tool that lets the seller counter multiple buyers at once.	A notice that the seller is negotiating with others too.
Commitment	Not locked in until final acceptance is signed.	Even if you accept, you're not in contract yet.
Flexibility	Can give different terms to each buyer.	Can accept, reject, or counter back.
Leverage	Creates competition, often improving price or terms.	Pressure to make the best possible offer.
Timeline	Sets response deadlines; can keep marketing until acceptance.	Must act quickly or risk losing the deal.
Risk	Minimal – seller stays in control.	Higher – no guarantee until seller signs again.
Final Step	Seller chooses and signs to make it binding.	Buyer is only in contract once seller signs.

QUICK TALKING POINTS

To Sellers:

"This form keeps us in control."

"Even if a buyer accepts, we don't have to commit until we've seen all responses."

"It often encourages buyers to compete for your home, improving price and terms."

To Buyers:

"This isn't a binding acceptance yet – the seller is shopping responses."

"You're competing, so your offer should be as strong as you're comfortable making."

"Act quickly, because the seller will pick the response that works best for them."