

Buyers and sellers want a pro who will go to battle for them in tough situations. Become a great negotiator and you'll become a more valuable real estate agent to your database.

3 STRATEGIES TO UP YOUR NEGOTIATION GAME

NEGOTIATION: A DISCUSSION AIMED AT REACHING A MUTUAL AGREEMENT

1 KNOW YOUR FACTS

- ✓ You are at a disadvantage when the other party brings up a fact you didn't know.
- ✓ Ensure you have all the facts of the situation before sitting down at the negotiating table — the history of the property, recent renovations, details of the offer, etc.
- ✓ Keep emotions out of it! Base your negotiations on principle and fact to minimize personal involvement and strong emotional reactions.

2 CHOOSE WINNING WORDS

- ✓ Approach situations with language that makes people feel comfortable. Use winning words and phrases like:
Reasonable, fair, standard, common
"Let me double check on that."
"That's quite normal."
"I want to make sure you're comfortable with ..."
"That's not a major deal. We can handle that."
- ✓ You're not trying to prove anyone wrong, so keep the tone calm and fair.

3 BE WILLING TO WALK AWAY

- ✓ Explain to your clients upfront they must be willing to walk away:
"In order for me to negotiate strongly on your behalf, you must be prepared to walk away."
"Please understand that even though we put an offer together, the home isn't sold yet."
"I need you to trust me in this process so we can get you the best possible deal."
Be prepared to back up any action you take in your
- ✓ negotiation. If you decide to walk away, you must follow through.

NEGOTIATIONS ARE TOUGH BUSINESS. NO MATTER WHAT HAPPENS, TAKE TIME AFTER THE DEAL TO BRING YOUR CLIENTS BACK TO THEIR GOALS, AND MAKE SURE THEY REALIZE ALL THEY ACCOMPLISHED IN THE PROCESS!



Want to become a master of negotiation? Enroll in The Pathway to Mastery™—Essentials, an online real estate training program from Buffini & Company designed to help you master the fundamentals of great business.

