

Being a Good Negotiator is Hip Again!

By: Bobby Wood

- I. The services most buyers expect from agents
 - a. Helping them find the right property
 - b. Help negotiating terms on their side
 - c. Help with price negotiations
 - d. Helping identify comparable properties
 - e. Help with paperwork

- II. The Four Factors of a Straightforward Method of Negotiation
 - a. Separate the people from the problem
 - b. Focus on interests, not positions
 - c. Invent multiple options looking for mutual gains before deciding what to do
 - d. Insist that the results be based on some objective standard

- III. Tips for Negotiations
 - a. Problem in negotiations- Lack of Communication (between agents)
 - b. Let the other party speak first- defining their mid-point
 - c. Stop talking and start listening
 - d. Information is power
 - e. Always take when you give
 - f. Implement a penalty for asking for a concession
 - g. Make each side feel like they “earned” a good deal
 - h. Check your ego at the door

- IV. Client Personalities
 - a. Detail Oriented
 - b. Excitement Seeker
 - c. Conflict Avoidance
 - d. Hard Charger

V. Recognizing and being able to negotiate against certain types of negotiation tactics

- a. The “Higher Authority” negotiator
- b. The “Nibbler”
- c. The “Good Guy- Bad Guy” Negotiators
- d. The Unexpected Auction
- e. The “WouldJaTake” Negotiation method
- f. The “Hot Potato” Technique

VI. New Era Negotiation Strategies

- a. Limited time for showing availability
- b. Pre-scheduled contract deadlines
- c. Escalation Clauses
- d. Buyers Agents presenting offers in person
- e. Buyers agreeing to price and knowing house will not appraise
- f. Limited availability to view property
- g. Coming Soon
- h. Selling a house “As-Is”
- i. Humanizing the buyer
- j. When a highest and best is not the best tactic
- k. Disclosing Terms of offers to other potential buyers
- l. Negotiating on the back end rather than front end
- m. Agree to the price and renegotiate with repairs
- n. Putting unrealistic closing dates on offers
- o. Pass/fail or no inspections

VII. Dealing with I-Buyers

- a. How they negotiate
- b. Remember – Why do I-Buyers purchase homes?

Handling Multiple Offers