

THE ART OF NEGOTIATION



Why It Matters



Listings represented by a Realtor with negotiation skills sell for 23% higher than those without.



Listings represented by a Realtor sell 19 days faster than those without.



Without negotiation skills, the client might as well have sold the house without you!

Strategies

Understand Client Concerns

You're only effective when you know the customer expectations.



Highlight Key Points

Make notes so you don't overlook the most important issues.

Silence is Golden

Too much talking indicates nerves. It's okay to just wait.



Study the Enemy

Talk with peers to learn the strategies of the other Realtor.

Watch Your Body Language

Be mindful not to come across as intimidated or demeaning.



Consider Their Perspective

Make all offers somehow beneficial for them, too.