

NEGOTIATING KNOW-HOW

When it comes to the sale of your home, negotiation expertise and skills are essential to ensuring you achieve the highest price possible with ideal terms and conditions.

Negotiating is not an easy task and can often take years to master. That's why it is important that you have a skilled real estate professional handle this for you — someone expert in the market, skilled in negotiations and someone who is working solely in your best interests.

In most cases, an offer will be higher or lower than your asking price. Please don't be concerned or offended. It's normal. In fact, the best way to think about an offer is as a starting point to a conversation. The buyer is interested. They have proposed a price. The conversation has begun!

Some things to keep in mind:

- **Counteroffers are normal.** Expect some back and forth. They offer. You counteroffer. You eventually come to an agreement.
- **Momentum is important.** Things happen fast at this stage. That's why having a good agent to represent you is vital.
- **Price isn't the only thing.** You can negotiate on conditions, closing dates, assets or chattels included with the property. Don't get stuck on one thing.
- **Win, win is best.** The most successful negotiations always involve compromises for both sides.

Need
Help?



This document is not intended to solicit properties already listed for sale with another broker.

THE POWER OF 1% IN NEGOTIATION

Imagine, just 1% more for your home can translate to thousands more to your bottom line.

\$300,000 range =

\$3,000

\$400,000 range =

\$4,000

\$500,000 range =

\$5,000

