

## Negotiate to Your Advantage

A reasonable initial offer is the best way to start real estate negotiations. However, other elements can also favorably influence the negotiation.

Focus on needs, not position. Once a party assumes a position, negotiation can become stalemated. An example of a position could be a closing date. Shifting to a needs focus would examine why that date was important and what other dates could work to meet those needs. Avoid becoming emotional. Emotions get in the way of clear and logical decisions. Anger and irritation have no bearing on the transaction.

Allow the sellers to save face. Provide a way for the sellers to back away from a position. By offering alternatives, you give the sellers an out with grace.

Understand the seller's priorities. Communication is very important. Tell your sales professional the motivations behind your requests. When shared with the other sales professional, it's more likely to elicit an acceptable counter. Your sales professional can be a powerful advocate on your behalf when armed with knowledge of what you want and why.