

Negotiation Tips

Successful negotiations have common threads. Remember these tips to get the most out of your negotiation:

Don't get insulted if the seller doesn't accept your offer or comes back with a high counter offer. It's natural for the seller to want to make as much as possible.

The members of both parties should feel like winners in the end.

Make your counter offer show movement. This demonstrates a willingness to deal.

Make sure you understand the priorities of the sellers. Your counters can focus on the higher priorities. Those that carry less weight can be used to compromise.

Quantify problems. Repairs or concessions should have a dollar value on them and not be left open ended.

Isolate major issues by getting agreement on all other points. This allows the negotiation to be just one item away. Then all energies can focus on the one final obstacle.

The earnest money shows how serious you are. Since earnest money is applied to costs at closing, don't scrimp on the earnest money at the time you write the offer.

Make sure what you want is put in writing. Count on nothing that is negotiated verbally.

Depend on your sales professional for negotiation counsel.