Negotiating Tips & Tricks

1. Get the other Realtor on your side
2. Listen carefully
3. Allow clients to answer
4. Ask lots of questions
5. Know your client
6. Be Prepared
7. Be Indifferent
8. Create a third party to blame/consider
9. Provide solutions
10. Know the market to back up your position/price with facts
11. Try to get them to like you
12. Be able to point out the flaws in their point of view / house
13. Do CMA & know your comparables
14. Be prepared to hold your ground
15. Create urgency
16. Start out low
17. Never ask seller/buyer their bottom line
18. Sweeten the deal with throw-ins
19. For the buyer, ask to present the offer to seller yourself
20. Always be prepared to give something to get something   ie. if price is really important, give in on other things
21. Know your opponent
22. Always take the 'high' road
23. See each negotiation as unique
24. Let the other person feel like that are getting something valuable
25. Try to figure out the degree of motivation, to determine the strength of your position
26. Work the timelines in your favor
27. Document EVERYTHING so nothing is left to chance
28. Try to get extra value items thrown in
29. Win-Win (Goal is to meet as many objectives of both parties as possible)
30. Find out what is most important to both sides
31. Give the other party like you are co-operating to meet their needs
32. Negotiate face-to-face
33. Keep a welcoming open posture
34. Don't get defensive
35. Keep notes
36. Always thank the other party for the offer, good/bad
37. Be confident and assertive in your speaking
38. Be pleasant, complimentary, respectful & understanding No Matter What
39. Establish a friendly rapport
40. Offer to reduce commission if deal is really close, but neither party willing to budge further
41. Use a sense of humor
42. Food
43. Take a break… go for a walk

44. Remind them of pros & cons throughout
45. Help client to see big picture and not get hung up on one issue
46. If too tired, re-convene in the morning
47. Be timely and keep in touch during negotiation