SCRIPTS & DIALOGUES–
NEGOTIATION

Commission:

Nordstrom vs. WalMart

Point out ALL points of difference first. We do charge more than anyone in the marketplace. We also choose to be Nordstrom and not WalMart.

Drop Their Drawers!

Did the other agent offer that commission or did they negotiate it? *(He negotiated it).* How long did it take? *(Not long).* You have to ask yourself if an agent is ready to give up the money he earns for his own family, how quickly will he give up yours?

Exactly What You Pay For

If you go with another agent who is less expensive and has less of a proven track record than I have, you will get exactly what you pay for. If you hire me, you will also get exactly what you pay for. The choice is yours; what do you want to get?

Never Overcharged

I assure you, Mr. and Mrs. Seller, that I have never once overcharged a client. It all comes down to experience, marketing, negotiating skills, energy and results. Is that what you're after?

Closing for a Listing:

Politely direct:

What would it take for you to hire me this evening?

Asking strong questions early and then referring to it if after we meet

If you feel confident and comfortable in our ability to get the property sold, will you hire me this evening?

Ed Koch Close:

How am I doing?

JUST ASK!

Can I have the job?

Negotiation for Sale with Agent about Buyer:

I am going to do everything that I can to help the seller and buyer get together. To ensure our success I need your help. We will need the offer in writing, pre-approval and credit report. A letter from the buyer might help, too. The more information we have on the buyer, the greater the chance for success. By the way, what price do you think they'll come to?

Negotiation with a Buyer:

I'm not here to force you into a bad decision but I do want to give you enough information so you can make a good decision. You see, when you offer thousands less than the asking price, the seller may take offense and counter back at a price much higher than he would normally. Whereas if you offer enough to grab the seller's interest and make him afraid to lose you, you're more likely to be the winner here. Does that make sense?