# Ann Bishop's Negotiating Tips

- Bernice Ross, in her book *Billion Dollar Agent*, says that "One of the things that holds ordinary agents back is their lack of negotiating skills." So I commend you for being here today!

- Treat everyone like they are the most important person in the world.

- Listen 80% of the time and talk 20% of the time. Repeat what your client just said so you completely understand what he means. Always acknowledge your clients' feelings.

- Find common ground with the Buyer (or Seller). People like to relate with you on some level. Look for ways to bond with potential customers. Create trust.

- Dale Carnegie once said that we can win more friends in 2 weeks by showing we have a genuine interest in them than we can in 2 years by trying to get them to be interested in us.

- Dialogue with Sellers:
  With the market we're given
  With the economy we're given
  I can't change the market
  I can only work with the market we have.

- When selecting a home – Location, location, location.
  When selecting a Realtor – Reputation, reputation, reputation

- CMA's are the real world! I've never worked with a Seller who didn't think his house is worth more than it really is! It's pride of ownership. Coke or Pepsi = shelf price is the answer.

- Our market is a PRICE WAR in a BEAUTY CONTEST! You must be priced right and in pristine condition.

- If a Seller says he wants to be a For Sale by Owner:
  a) 96% of homes are sold by Realtors. That leaves a 4% chance that he can sell by himself.
  b) Buyers are trying to save the commission, Sellers trying to save paying a commission. Two people can't save the commission.
  c) Only 1 out of 25 Sellers are able to complete a transaction---pretitle work, appraisal, inspections, loan process, etc.

- All real estate sells at Market Value!! Sellers have 3 choices:

    1. Sell at market value
    2. Keep and rent and hope and pray the market changes
    3. Foreclosure

  The choice is yours. Let's get the paperwork done, so we can find a Buyer.

- I'll be happy to refer you to agents that will do it for 4% to 5%, but they probably won't get it sold for you. Now, do you want it sold?

- What is more important to you, the commission you pay or the amount of money you put in your pocket?

- I don't get paid 'til you get paid. It doesn't cost you anything until your home is sold.

- Prepare Sellers for low offers, paying Buyer's closing costs, repairs, etc.

- If Sellers want to list at a higher price than the CMA suggests ask the seller, "What are the odds that you will overpay for your next home?"

- Make sure listings are in tip-top condition.

- When an offer comes in, tell the Seller about the Buyers – family, employment, why they love the Seller's home. Humanize the Buyer. Have Buyer write a letter to the seller telling why they love the home.

- The sooner the Buyer and Seller can come to agreed upon terms the better. If negotiations carry on too long the less likely you will get a signed contract.

- Tell Buyer to make an offer the Seller will be afraid to turn down. If the offer is too low, Seller will reject it or counter it. Make the offer the Seller will be afraid to turn down!

- Script for response to a Buyers' or Sellers' Counter…
  "By the way you can do that, but I wonder if that is in your best financial interest."

- Know your scripts and your numbers.

- Know you're A, B, and C Buyers.

- Utilize email system to automatically "drip" Buyers and Sellers.

- Evaluate the personalities of the parties (DISC) so as to better serve their position in the transaction.

  a) D likes to win, construct the counter where they win.
  b) I's need to feel important every step of the way.
  c) Create harmony for S's.
  d) Give C's all the data and facts.

- Always tell listing agent your Buyer is pre-qualified. Attach a letter from the lender.

- When items are exempted in the listing agreement, state these items in home brochures and booklets so that Buyers and their agents are aware upfront those certain things do not remain in the sale.

- Get enough option money upfront so that it is not easy for Buyers to walk away, and if he does, the Seller is compensated for the time his home has been in the option period. It all goes back to being honest and FAIR to all parties.

- When needing a price reduction from a Seller, use the phrase, "We need to reposition the price to reflect the market."

- Give the Buyer a choice of counters. Shorter closing time, lower purchase price or longer closing time, higher purchase price with no contingency.