# Module 3B

# Negotiating with Sellers

# Tips for Negotiation with Sellers

- Get over fear of rejection.
- Always create a win-win situation.
- Listen more than you speak.
- Use silence.
- Don’t take anything personally.
- Be detached from the outcome and be willing to walk away.
- Build rapport: understand motivation.

# Tips for Negotiation with Sellers

**Whoever names the price first, loses!**

Human nature:

- Meet in the middle compromise
- Give and take game

**Relax - Be yourself!**

# Phone Negotiation

## Phone Conversation

- Introduce yourself and build rapport
- Learn the motivation behind it
- Explain your process
- Broach price expectations
- Set a follow up appointment within 24 hours

# Make Your Offer

- Make offer on the first phone call (if possible)
  - ✓ What will it sell for after repaired?
  - ✓ How much will it cost to repair
- Lock up the property with a contract or option agreement
- Make your offer about them
- Understand their “Pain” points
- Overcome objections