The Real Estate Negotiation Institute eBook Series: 
*Secrets of Skilled Real Estate Negotiators - Part 2*
Introduction

Secrets of Skilled Real Estate Negotiators Part 1 covered Negotiation Style, Gathering Information, Positive Comments, Building Trust and Planning. Let’s take a look at 5 more secrets that can truly help you achieve superior results for your clients and yourself in a real estate negotiation.

Thinking Double

Thinking double means putting yourself in the other party’s shoes and thinking about the negotiation from his/her perspective. This actually helps you plan better for your side. When you can anticipate how the other side will react and what they might say, you can think about your response ahead of time. You can then have prepared responses ready that are presented in a polished, professional manner.

RENi TIP: Negotiation

“Put yourself in the other party’s shoes and look at the negotiation from their side.”

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There are two basic approaches to dealing with a client: 1) agent-centric and 2) client-centric. The agent-centric approach focuses more on the agent whereas the client-centric approach keeps the spotlight on the client. Skilled negotiators recognize the client is the “hero” of their own story and the agent is a skilled guide with the right plan. The best way to start with the spotlight on the client is to start with a client interview where rapport and trust are built and information is gathered. This interview approach leads to a customized plan to achieve success for the client.

The real estate industry is seeing new brokerage models that offer home buyers and sellers new choices in agent value propositions. Traditional full-service / higher fee brokerages are being challenged by new hybrid models (e.g. “full-service / lower fee”), iBuyers and “modern” discount models. Never before have clients had more choices of different approaches to buying or selling real estate!

"Price is what you pay. Value is what you get."

Warren Buffet

Skilled negotiators must know how to:
1. explain their value proposition
2. defend their value proposition
Persuasion Approaches

Negotiating effectively involves using proven persuasion principles. In Robert Cialdini’s book “Influence: Science and Practice”, he discusses six proven persuasion approaches that increase your odds of success. Learn how to influence and persuade effectively!

Stories

The number one factor in real estate clients selecting their agent is emotion. Agents who can create the most positive emotional experience for the client will “win” the client and make the real estate buying or selling experience much more positive. One of the most effective ways to evoke emotion is through stories. Stories make connections, communicate facts and evoke emotions all at the same time!

“Storytelling will help create a connection from the client to the agent.”

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Story Elements:

1. A HERO has a
2. PROBLEM and needs a
3. GUIDE with a
4. PLAN that leads to
5. SUCCESS and avoids
6. FAILURE

Persuasion Principles:

- Self-Interest
- Uniqueness
- Communication
- Contrast
- Exchange
- Sameness
- Sound Logic
- Commitment
- Social Proof
- Expertise
- Empathy
- Active Listening
Mastering negotiation and persuasion skills will lead to:

- more clients and more effective relationships
- better results for your clients (and yourself!)
- higher trust and more information
- more satisfied clients and more referrals

ABOUT THE REAL ESTATE NEGOTIATION INSTITUTE

- THE leading negotiation training company in real estate in North America
- RENI offers the Certified Negotiation Expert (CNE) and Master Certified Negotiation Expert (MCNE) designation courses (click here)
- No annual, renewal, application or hidden fees
- RENI’s mission is “Making YOU the Expert!”
- Click here for our class schedule

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