

HOW TO TAKE THE NEGOTIATION POWER AWAY FROM THE BUYER'S SIDE! ANOTHER SMART MOVE REPORT



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By Bill Crumbaker•

The past couple of years have seemed to favor the buyer, and his interests. With large numbers of homes on the market and fewer buyers, to purchase them, the buyer has been able to get the seller to provide just about anything they ask for including: closing costs, interest rate buy downs, new roofs , new paint , personal property items , furniture, one year home warranty, new carpeting , pre-paid home owner's dues , big screen TV's ,pre paid vacations and steep price reductions just to name a few.

So, what can the seller do to take direct control and actually put the negotiations back in his favor?

There are two smart things a seller can do. In talking with many sellers and agents the biggest problem for the seller to negotiate is the home inspection. Most often **the home inspection is the real big opportunity for the buyers to re-negotiate** the price, and anything else they may want.

Quite often the home inspection will uncover nasty costly surprises.

If the home inspector says the roof needs to be evaluated by a licensed roofing contractor, you can bet the buyer will be asking for a new roof.

The best way to get around this major problem is to **conduct a pre –home inspection** before you put your house on the market. There will be no nasty surprises. You have the benefit of choosing how you will correct the problems. Many times, I have saved my sellers thousands of dollars because they were able to get their roof cleaned, treated and certified by a licensed roofing contractor instead of having to put a new roof on the house to satisfy a demanding buyer.

If seller does all the work before he puts his house on the market, there is nothing for the buyer to negotiate. I would also recommend providing a one year home warranty at no cost to the buyer. This makes the buyer willing to pay more for your house.

Having a pre –home inspection and providing a one-year home warranty is part of my Pre- certified home marketing plan. It will save you money.

will impress your clients, and remind them that you are always working on their behalf. For example, how about sending your past clients 6 newsletters, 4 articles and 4 quarterly reports annually plus a calendar at Christmas. Sounds easy, but it is surprising how many agents do their marketing at the last minute or during calendar dead line week. Updated contact, not pressure, is what you are trying to achieve.

Design your program to include what you are going to send to each database. For instance, clients like to get market updates. They make people feel current and knowledgeable. Interesting articles from local and national publications are a thoughtful way to keep clients aware of you and the real estate market. Planning ahead

with sample letters, articles and ideas ensures that you don't have to be creative when you are stressed for time.

Running a program for each of these core databases will eliminate the ups and downs in your business. Systems and consistency are the keys to business success. Look how successful McDonald's is – they have a system that works, is predictable and consistent. People love consistency.

Stop working so hard and start working smart! Remind your clients that you are working for them. Design and implement your follow-up programs before you need them, and you will see a consistent and steady stream of income, eliminating the "lack of commission blues". A little work now goes a long way later!

The Lones Group Inc. is a Real Estate marketing, training and consulting company. They specialize in equipping Real Estate Agents, Managers and Brokers with the tools they need to be more effective in the Real Estate industry. The Lones Group Inc. also specializes in market research and determining the wants and needs of today's buyers and sellers. Denise Lones has been nationally recognized for her innovative marketing systems and Real Estate training programs.



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