

9. Meet in the Middle

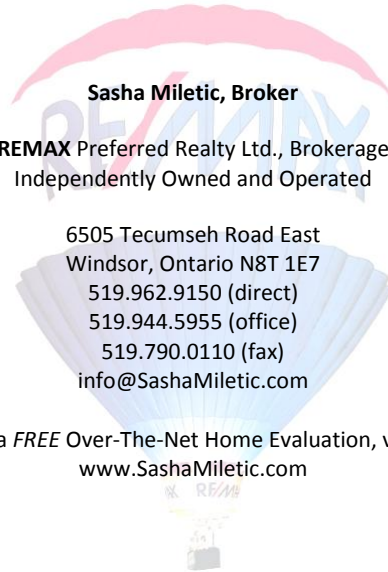
If a buyer won't budge on an issue, don't risk losing the deal when a minor compromise can save it. Meet the buyer halfway when possible. Compromising doesn't have to mean coming down in price. By relenting on other terms, such as closing date or decorating allowances, you can keep the buyer happy while still getting the price you need. Juggle the numbers so that you profit the same, and the buyer comes out with what he wants from the deal. For example, if the buyer wants new countertops and paid closing costs, agree but raise the price accordingly.



10. Bring in an Experienced Agent to Negotiate for You

A listing agent's reputation rests in his ability to negotiate effectively. Experience teaches agents how to structure deals so that everyone comes out with what they want. They understand how deals can be affected by mortgage terms, real estate law, and local regulations, and negotiate

with these factors in mind. By entrusting your sale to an agent, you avoid the stress, risk, and legal liabilities of contract negotiation.



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Negotiate to Sell



10 Tips for Negotiating Top Dollar

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Congratulations! After hard work and careful marketing, you have received a qualified offer. But beware- the journey's not over yet. This next phase can make or break the sale. If you are too accommodating, you sacrifice valuable profit. If you play it too tough, you risk losing your buyer. These ten tips will help you negotiate like a pro and secure top dollar for your home.



1. Know Your Value

Do your homework before setting the price of your home. Research recent home sales in your area and calculate an average price per square foot. Consider having an appraisal done to ensure that your price accurately reflects the home's value. Your market analysis and appraisal can then be used during negotiations to support your asking price.

2. Set a Fair and Firm Price

By offering a fair and honest price up front, you can stand firm against all unreasonable offers. But remember that it is your job as the seller to illustrate value. Don't just reject an offer.

Demonstrate to them how your home is priced fairly.

3. Don't Give Them Reasons to Haggle

Damaged exteriors, broken appliances, and neglected interiors are all invitations to haggle. Value is all about perception. If a buyer sees obvious need for improvements, the home instantly drops accordingly in perceived value. Fix these things before a home goes to market so that appearances support the stated value.

4. Be Nice

Respond to questions and issues quickly and professionally. Always be reasonable and kind. By establishing yourself as a fair and friendly individual, you can build trust in a buyer and make them more at ease during negotiations.

5. Know Your Buyer's Motivating Factors

By understanding what your buyer's priorities are (and never revealing your own), you can maintain a negotiating advantage. If a buyer expresses a need for a quick move, you can stay firm on price while offering a fast closing.

6. Be Vague When Informing Them of Other Offers

It's good to make a bidding buyer aware of other offers, but don't be too specific. Let them know that a higher bid has been made, but do not specify the amount. If buyers don't know the higher bid price, they will be more likely to make their offer as attractive as they comfortably can.

7. Make Them Feel They're Getting a Good Deal

A buyer that feels they're getting a good deal will be less likely to haggle on price. Sweeten the pot by offering incentives and concessions. Include the refrigerator and washing machine in the deal, or offer to pay closing costs. Added bonuses and a fair price make the deal a win/win for everyone involved.

8. Don't Rush

Bargain hunting buyers will feed on any sign of vulnerability. Don't panic or rush deals. You'll alert buyers of desperation, which in turn gives them the upper hand.

