

# HOME BUYER NEGOTIATION SECRETS!

Buyers and sellers alike have the chance to negotiate the sale of a home. Get all the insight on how to pull this off in a way that's a win-win for everyone!



### **Canada Real Estate Search Group**

Phone: 604-505-5603 rick@rickclarke.ca

License: 153999, British Columbia,

Canada

www.rickclarke.ca/



#### Century 21 In Town Realty, Real Estate Wealth Building Consultant

421 Pacific Street, Vancouver V6Z 2P5 Office: 604-505-5603

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Are you the kind of person who is always looking for the best deal? There are some opportunities for you to put your skills in play as you buy a house.

Negotiations are typically part of a home buying or home selling process. Read on to learn more about how to come to the table with winning arguments to score the best deal.

## IN HERE, YOU'LL FIND:

- Tips to be 100% organized and qualified
- The questions to ask
- What's up for negotiation
- Negotiation tips





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# TIPS TO BE 100% ORGANIZED AND APPROVED

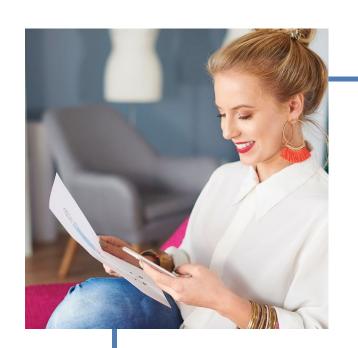
First, if you're going to have a leg to stand on in negotiations, you need to have your ducks in a row.

### IF YOU ARE A HOME BUYER, YOU SHOULD:

- Have all of your paperwork ready
- Have terms in mind

#### **KEY IDEAS**

- Get preapproved
- Get comps from your REALTOR®
- Leverage inspection and appraisal reports
- Always communicate through an agent
- Don't be afraid to walk away





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## THE QUESTIONS TO ASK AND PARTICIPATING LENDERS

Investigative work is the second step in a negotiation that lands you on top. Here are the right questions to ask:

#### **BUYER**

- Is the home in foreclosure or a short sale?
- Have they already bought another house?
- Has the home been on the market for a long time?
- Have other offers fallen through?
- What is your "walk-away" number?

#### **3 POSSIBLE GOALS**



1. Get extra or repairs



2. Be the seller's choice



3. Save money



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#### WHAT'S UP FOR NEGOTIATION?

As you enter this stage of a home sale or purchase, it's important to know that it's not just the price of the home that's up for negotiation. In fact, home negotiations can include a huge range of items that have personal or case-specific value.











**Price** 

**CONTINGENCIES** 

**TERMS** 

**OCCUPANCY** 

**FURNITURE** 



**REPAIRS** 



**EQUIPMENT** OR TOOLS



**CLOSING COSTS** 



**FEES** 

Sometimes, negotiations will occur after an inspection. If essential repairs are identified, these can be included in a negotiation about home price or closing costs.





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#### **NEGOTIATION TIPS**

Negotiations will happen through your REALTOR®, who play a vital role. Home sellers and buyers have a lot of opportunities to drive the conversation that occurs between real estate professionals. Here are some negotiation tips:

#### **BASIC TIPS**

- → Know how to give a strategic offer
- → Set the maximum price you'll pay
- ─▶ Understand counteroffers for price, terms and more
- Remember that price is not everything
- → Set intentions and goals for your negotiations
- → Understand contingency clauses and offers

The goal for everyone is a win-win deal.

Most important tip: collaborate with a qualified agent who will guide you through this process



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### **READY TO CONNECT?**

# I'M HERE TO HELP YOU NAVIGATE NEGOTIATION THAT HAS OPTIMAL RESULTS FOR YOUR HOME PURCHASE!

Here is my contact info: reach out and we'll get started right away!



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