



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!



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If your property is now listed with a REALTOR® or Broker, please disregard this offer, as it is not our intention to solicit the offerings of other REALTORS® or Brokers. The information contained herein is deemed reliable but is not guaranteed.

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:

- ✓ Get preapproved for a mortgage
- ✓ Have all of your paperwork ready
- ✓ Know your responsibilities
- ✓ 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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