



Make offers without overthinking. Offer = Price + Terms + Timing.

Step 1 – Read the Ad

Look for gaps: STCA, vague wording, no auction, no floorplan. These create leverage.

Ask Sage – Ad Analysis

Paste listing and ask for leverage, risks, missing info and questions.

Step 2 – Call Plan

Prepare questions on motivation, flexibility and blockers.

Step 3 – Call Agent

Ask: Is the seller flexible? What matters most? Any offers? Then stop talking.

Ask Sage – Debrief

Paste notes and ask Sage what you learned and what to ask next.

Step 4 – Lock Numbers

Set low anchor, target and walk-away. No walk-away = no deal.

Ask Sage – Structure

Get dream terms, fallback terms, BATNA and tradeables.

Step 5 – Clayton’s Offer

Test: 'If I were around \$X, how is that received?'

Ask Sage – Offer Range

Get price anchors and the exact script to say.

Step 6 – Trade

Never move price without getting terms back.

Ask Sage – Counter

Paste counter and get response, trade options and next move.

Final Rule

Do not negotiate emotionally. If nothing changes, your position does not change.