



1) First Rule: You Don't Negotiate Until You Understand the Situation

Your job is not to “win the deal” in the first conversation.

Your job is to understand where you actually stand.

Before you say a number or change a term, you must know:

- What the seller actually wants
- How flexible the seller really is
- What pressure (if any) exists on the other side

If you don't know those things, you must ask questions of the seller/agent to elicit further information.

The party with the most information wins in any negotiation.

2) Ask First. Talk Second.

Use questions to gather leverage before giving anything away.

Good questions to ask agents:

- "Is the seller flexible?"
- “What does the seller care about most - price or certainty?”
- “If this was a simple, clean offer, what would make it acceptable?”
- “Is there anything holding the seller back right now?”
- “Where does this sit compared to other interest you're seeing?”

Then stop talking.

Let the agent fill the silence.

3) Active Listening

Listen for:

- Hesitation
- Repetition

- What's not being answered
- Anything that feels "off" - body language or facial expressions

If the agent avoids a question, that tells you something.

You don't need to correct, defend, or explain.

Just acknowledge and ask the next clarifying question.

4) Don't Negotiate Against Yourself

Never:

- Increase your offer without new information
- Improve terms just because the agent "suggested it"
- Fill silence with concessions

If nothing has changed, your position doesn't change.

5) Control the Timeline

Urgency is usually manufactured.

If the agent pushes urgency:

- "I understand the timing. I want to structure this properly."
- "Let me take this away and come back with something concrete."
- "Let's lock in a time for me to respond."

You decide when you respond — not the agent.

6) Use Structure as Leverage (Not Just Price)

If price is tight, adjust terms, not emotion:

- Settlement timing
- Deposit structure
- Early access
- Certainty vs conditions

Often sellers want certainty more than an extra \$30k.

7) Silence Is a Tool

Once you've asked a question or made an offer:

- Stop talking
- Don't justify
- Don't explain unless asked - keep your powder dry

Silence creates pressure - not talking fills it.

8) If You Feel Emotional, Pause

If you feel:

- Rushed
- Defensive
- Excited
- Afraid of "missing out"

That's your cue to stop and step out of the negotiation.

Good operators don't negotiate while emotional.

9) Before You Change Anything, Do This

Before increasing price or changing terms:

- Update your feasibility
- Reconfirm your walk-away number
- Ask: What new information justifies this change?

If there is none, don't move.

10) Remember This

You don't need to convince the agent.

You need to understand the seller.

Negotiation is information gathering first, decision-making second.