



# HOME SELLER 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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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 SELLER, YOU SHOULD:

- ✔ Set the right home price
- ✔ Have your home ready to show
- ✔ Know your responsibilities
- ✔ Have terms in mind

### KEY IDEAS

- Set your list price based on current comps provided by your REALTOR®
- Use open houses to foster competition, virtual or in-person depending on current conditions
- Use counteroffers with expiration dates
- Talk to your REALTOR® about different options for counteroffers and concessions



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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 if you are the home seller.

### SELLER

- **Who are you negotiating with: what is their financial position?**
- **What strategic concessions are you willing to make?**
- **What comps (other homes for sale) are you up against in your area?**
- **What do you have to negotiate with?**
- **What are your non-negotiables?**

### 3 POSSIBLE GOALS



**1. Create a bidding war**



**2. Drive urgency**



**3. Make more 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 plays 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:

### THE BASICS

- Know how to receive an offer and what your options are
- Set a bottom line price you'll accept
- 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 SALE!**

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

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