

Asset Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Asset Analysis

Benefits:

Ex: Hot Neighborhood, Updated Electrical, Price per Sq Ft.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Liabilities Perceived or Potential (Be Realistic and Honest):

Ex: Old Roof, Bad Kitchen, Old carpet

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Knowing this up front will prepare you.



Post Offer Analysis

Offer Strong Points:

Ex: Cash offer, Quick Close, Fair Price for Condition

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Offer Liabilities:

Ex: Low Price, Repairs Requested, Financing Contingencies

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



Post Inspection Analysis

Offer Strong Points:

Ex: Electrical? Roof? Plumbing

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Offer Liabilities:

Ex: Low Price, Cash Offer, Starting Over, Sunk Costs

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Skill #1 - Ask

Skill #2 - Listening

Skill #3 - Questions

Skill #4 - Tactical Empathy

Skill #5 - No Questions

Skill #6 - Putting it all together

**Skill #1 - Ask - I’ve seen it time and time again. They won’t accept this offer….they’re listed at X.**

**Ask.**

Simply put you MUST have the courage to ASK for what you want. Even if someone including yourself believes it to be absurd.

“Low” offers can “insult” others. Do it anyway. Nobody will cut your head off. Now remember if you’re buyer is serious and the offer make sense do it. If you know the buyer is NOT serious and they are clowning around, you’re not obligated to work with them. There’s no law that you have to make 100 lowball offers for an insane person who wants to offer $1 for a $10,000,000 home. That’s not what I’m getting at here.

I’m stating that you can and should write offers based on the market and the market demand and supply. NOT based on the listing price. I’ve seen offers come in $50,000 less than listing price. Sometimes those offers get accepted. It’s ok if the market bears it.

Have the courage to ask. Use your formula above.

Remember if you “Ask”, go ahead and “Ask” big. There’s no reason not to. You can not get what you want from someone unless you “Ask” big. I’d suggest the “Ask” be as far from rude as possible. Lowballing someone and then tearing the house aparat is a recipe for disaster...however...if you have a legitimate feeling about something and you “Ask”, you may be surprised.

I have “Asked” 3 different people to who were not advertising “seller financing” to finance a home for me and each one of them agreed. 3 for 3. Think about that. “Ask” and you’ll receive. But “Ask” intelligently. Don’t be rude, condescending or trite.

Make your “Ask” be as polite as possible, even if it’s a large and possibly difficult one.

**Skill #2 - Listening**

Don’t try to make your point. Listen. Everyone is trying to make their point. Humans are emotional animals. We are not rational. If we were rational I’m not sure we’d even buy homes...to boot, we need to NOTE this. And remember it. People make emotional decisions and then they rationalize after the fact.

We need the other sides emotions to kick in and connect there. We won’t win being rational or logical. We’ll win connecting to their emotions. Listen for the emotional issues. Listen like your life depended on it.

Most of the time we’re not really listening. We’re waiting to speak. Actually listen. Then use tactical empathy to let the other side know you hear them. You don’t need to agree...but they need to know you hear them.

The goal of the listening stage is to uncover the unknown. Get the other agent talking...and talking...and talking.

We need our partners in negotiation talking...and talking...and talking. They may have great ideas for solutions!!

Don’t pitch your pluses…or denigrate their minuses...listen to what they don’t like about the offer...or the issue...or the “whatever”...and then quietly formulate a plan.

**Skill #3 - Questions**

Ask questions like you are 5 years old.

*And then what?*

*That’s interesting...tell me more?*

*What’s the top priority for your client?*

*Do you see any any way we could…?*

*How should we approach the (issue)?*

**Questions will reveal Black Swans.**

**Skill #4 - Tactical Empathy**

*It sounds like…*

*It seems like…*

*So you’re saying…*

Hmmm….how do we?

**Skill #5 - No Questions**

*Would it be crazy if I swung by and showed you some of the houses we sold last month?*

* *No That’s not a problem.*

*Is it impossible to grab a lunch...say Friday?*

* *No, but maybe Frida is better.*

*Have you decided against selling the home?*

* *No we just need more time....*

*Do you want to just forget \_\_\_\_\_\_\_?*

* *No we forgot X*

*Did you give up on \_\_\_\_\_\_\_\_\_?*

* *No, I just got slammed.*

**Loaded YES vs. Easy NO.**

**Watch the way these two statements read and sound:**

Common script question:

*If I could show you how I can sell your house in 30 days for top dollar, would you meet with me?*

Here we are looking for a “yes”….but the “yes” is a loaded “yes” - AUTOMATIC INTERNAL DEFENSE!!!

Trend Question:

*Would it be crazy if I stopped by to take a video for some of our buyers?*

**Skill #6 - Putting it all together.**

Ex: Inspection issues.

Roof is 15 years old - Still usable life, but not a ton of life left….

Buyers will want this to be replaced.

Sellers will want to state it has “plenty of life left”.

**If you represent the buyer**.

*You: I see that the home has had a roof replaced 15 years ago. Do you know the usable life for that type of shingle?*

*Co-broker: No.*

*You: Hmmm….How do you think we should handle this?*

*Co-broker: Have your buyer pay for it.*

*You: It sounds like your seller isn’t interested incurring any more costs?*

*Co-broker: They won’t pay for a roof...*

*You: Is there a reason?*

*Co-broker: They need to net X….they have a wedding coming up (they are downsizing or they are moving out of the area).*

*You: It sounds like finances are tight on your end of the transaction. I’m dealing with the same issue on this side of the negotiation.*

*You: My client’s insurance company is very concerned about the life of the roof and may require my buyer to replace the roof. Do you know of another insurance company?*

*Co-broker: No. Or try X. (Maybe X company is ok with insuring the roof)*

*You: Hmm...it seems we’re at an impas of sorts...I know how much time you have in on this deal….Would it be crazy if….\_\_\_\_\_\_\_\_ (solution - ex: Seller contributes %).*