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SEO Title: How to Negotiate Like a Pro

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Meta Description: Negotiation is a useful tool for the real estate industry. Get a better deal by following these five tips! Read on to find out more.

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## How to Negotiate Like a Pro

Whether you're a buyer, seller, or realtor, having solid negotiation skills is a must. Negotiation is an art, and it can take careful practice to get everything right. While experience is the best teacher, that doesn't mean you can't be prepared; get ahead of the game by keeping these five tips in mind.

### Do Your Research

If you want to start off on the right foot, it's important to be prepared. The more information you have, the better you'll be able to negotiate. Do your research on the local area, look into the current market, and get an idea of what similar homes have gone for. Doing so will put you in an excellent position; not only can you avoid potentially being tricked in negotiations, but you're also armed with the tools to get a better deal.

### Let Them Speak First

When negotiating, it can be tempting to jump in and immediately present all the information you have at hand. However, it's better to stay quiet and let the other party go first. This will give you a better idea of how flexible they'll be about negotiation—not to mention giving you an idea of *how* they'll negotiate. This can give you an advantage going forward since you can base your offer around their information.

### Don't Work Against Yourself

This may seem self-explanatory, but it's a mistake that can be easy to make. Sometimes, when the other party doesn't seem interested in a deal, you may start thinking about making it more tempting. But stop and wait a moment; did they *say* no to the deal, or are you just getting that impression from how they're reacting? Wait until they make a counteroffer or reject a deal outright before adjusting your strategy; otherwise, you might end up making things harder for yourself than necessary.

## Be Honest

Honesty is always the best policy. If you want a transaction to go smoothly, then it's best to be truthful about what you want and what you can offer. When the other part knows that you're trustworthy, then they're more likely to be willing to work with you to get a deal you're both happy with.

## Be Prepared to Say No

You aren't required to accept a deal if it doesn't work in your favor. Sometimes, the best thing you can do is say, "No, that's not going to work for me." Generally speaking, both parties want to be able to close the deal, so the other individual will be likely to try and negotiate to find something you can both agree on. If you both believe that you simply can't budge, then it may not be a bad idea to walk away—just make sure you have other properties or buyers lined up beforehand.

## Get the Best Deal Possible

Having solid negotiation skills can help you get a better deal when buying or selling a home. Still a little nervous about trying to negotiate on your own? Let our firm help you. Get in touch to speak to a real estate agent who can provide you with support.