

The Ultimate Negotiation & Deal Making Seminar

Agenda

(subject to modification)

Saturday, June 7th

9:00-10:30 Negotiation Basics

- Why Americans hate to negotiate (and how to break down those cultural barriers and feel good about getting the deal you need)
- Getting comfortable with real estate negotiation—how you can get a seller to his bottom dollar and still be a nice person
- How to mentally prepare for the negotiation and “set limits”, so you don’t end up offering too much too soon
- How to take the leap from “getting ready to get ready” and actually start negotiating

11:00-noon Advanced Negotiation

- How to get the information you need by building rapport with the seller—you’ll learn several no-fail ways to do this quickly, easily, and right over the phone
- How to locate the seller’s “hot button issues” (you’ll need them later, when you’re trying to “close” the negotiation)
- How to know when it’s time to start the negotiation—or end the conversation
- Role playing

Noon-1:30 Lunch (on your own)

1:30-3:00 Advanced Negotiation, cont.

- 12 simple, easy negotiation tactics that will get your seller to the bottom dollar, fast
- 3 negotiation tactics you should NEVER use on a seller
- The 7 steps to a successful negotiation
- The 3 negotiations—on the phone, in person, and after the due diligence
- Live calls to real sellers—bring your seller leads, and we’ll call them!*

**your confirmation letter will include the details we need to be able to call YOUR seller leads*

3:30-5:00 Advanced Negotiation, cont.

- How to know when it’s time to start the negotiation—or end the conversation
- What to do when you’re arguing over the last few pennies
- What to do when a real estate agent or attorney gets involved
- Ethics in real estate negotiation: what’s negotiation and what’s just flat-out lying
- Advanced Role playing

Sunday, June 8th

9:00-10:30 Transactioneering

- How to recognize opportunities for creative deals in any strategy
- How to know which are the right terms and strategies for any given property, seller, or situation—and how to instantly eliminate those that won't work, or are too risky to try!
- Real life problems and examples—Bring yours, and we'll work through them!

11:00-noon Advanced Transactioneering

- How to explain your creative deals to the seller, in simple, non-scary, but completely accurate terms--so he'll see the benefits to him and accept your offer
- What to do when you, yourself don't 100% understand the creative deal (hey, it happens!)
- Role playing

Noon-1:30 Lunch (on your own)

1:30-2:30 Transactioneering Practice

- Become a “buyer”, a “seller”, or a “lender” and put together creative deals with your classmates—you won't believe how much you'll learn!

3:00-4:00 Documenting the Deal

- How to write purchase contracts that reflect (and let you enforce!) your deal
- How to identify and fill out the back-up documentation (mortgages, notes, land contracts, trust agreements etc) you'll need to get the deal to closing
- What disclosures you should put in writing, and how