

# CNE<sup>®</sup>

CERTIFIED NEGOTIATION EXPERT

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Your CNE<sup>®</sup> professional is trained in advanced negotiation techniques and approaches. This training enables your agent to better help you achieve your goals. Your CNE<sup>®</sup> professional will be able to handle your real estate negotiations with skill and excellence. You can be confident you will get the very best results when you choose a CNE<sup>®</sup> professional!

## QUESTIONS TO ASK YOUR REAL ESTATE PROFESSIONAL:

- ▶ What professional negotiation training courses have you taken?
- ▶ What do you do differently from other negotiators?
- ▶ What negotiation planning system do you use?
- ▶ What information will you use in our real estate negotiation and how do you get it?
- ▶ How do you help me determine my options?
- ▶ Once I decide on the goals I want to achieve, how do you persuade or influence the other side to accept my terms?
- ▶ How will you avoid deadlocks?
- ▶ What tactics can you use in my real estate negotiation to help achieve my goals?

## DID YOU KNOW?

- ▶ 98% of CNE<sup>®</sup> agents believe they provide better protection for their real estate clients after taking the CNE<sup>®</sup> course
- ▶ 98% of CNE<sup>®</sup> agents believe they achieve better results for their real estate clients after taking the CNE<sup>®</sup> course
- ▶ 89% of CNE<sup>®</sup> agents say they have more confidence in their negotiation capabilities after the CNE<sup>®</sup> course
- ▶ 86% of CNE<sup>®</sup> agents believe they have a higher level of professionalism after the CNE<sup>®</sup> course



For more information on the CNE<sup>®</sup> designation for real estate professionals visit:



[www.theRENI.com](http://www.theRENI.com)

# ABOUT YOUR CNE<sup>®</sup> AGENT

*A guide for Buyers & Sellers*



*Hire a CNE<sup>®</sup> Agent for the Best Results!*

**B**uying or selling property can be a very challenging situation.

The purchase or sale of property can be both logical as well as very emotional! Multiple parties, conflicting interests, and a myriad of issues can make a simple negotiation very complex. In choosing your real estate professional there is one factor above all others you should consider: **how well can your real estate professional negotiate on your behalf?**

You (the client) set the terms and conditions for your agent to achieve. It is then up to your agent to use all of his/her skills to persuade the other side to accept your terms. You need to be certain **your agent has the skills to effectively persuade and influence the other side.** Real estate negotiations include many different people and issues. It is in your best interest to hire an agent specifically trained to handle the complexities normally associated with these types of negotiations.

An agent who carries the CNE® (Certified Negotiation Expert) designation has been trained in professional negotiation skills by the Real Estate Negotiation Institute, the leading negotiation training and coaching company for real estate professionals in North America. A CNE® professional knows how to use leading edge negotiation practices and techniques for your benefit. **You can always be confident your CNE professional will achieve the very best results for you!**

## BENEFITS OF HIRING A CNE® AGENT

### SELLERS:

- ▶ Better protection
- ▶ More confident, professional approach to your negotiations
- ▶ Knows how to plan for success
- ▶ Stronger ability to resolve conflicts and deal with all types of negotiators
- ▶ Faster sales cycle (fewer days on market)
- ▶ Higher net profit
- ▶ Less stress/inconvenience

**NET:** Better results, less hassle, greater satisfaction

### BUYERS:

- ▶ Better protection
- ▶ More confident, professional approach to your negotiations
- ▶ Knows how to plan for success
- ▶ Stronger ability to resolve conflicts and deal with all types of negotiators
- ▶ Faster purchase cycle (fewer days to find a home and close)
- ▶ Lower total price/investment
- ▶ Less stress/inconvenience

**NET:** Better results, less hassle, greater satisfaction

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## TESTIMONIALS

*"The Certified Negotiation Expert (CNE®) course was the most informative and I feel most crucial in the real estate industry as our business revolves around being able to attain the best results for our clients."*

-Vicki Cooper, Broker

*"The Seller gave me several compliments on the tactics we used and the confidence they have in me. The CNE® class was the BEST and most valuable I have taken in my years in Real Estate."*

-Sherry Rosenlund CNE®

*"I walked away from the class having the information that I needed to make myself the negotiator that I want to be for my clients."*

-Mari Harvin CNE®

*"This course provides Realtors with immediate skills to negotiate effectively for successful real estate transactions!"*

-Benjamin Little CNE®

*"This truly is the "missing-link" class for the real estate licensee and should be part of the required education to obtain a license."*

-Judy Elfving CNE®

*"I went to present a counter to the seller and listing agent tonight. I used the tools that I learned in the CNE® course and it was magic! One hour after I left the house the seller told the agent that he felt I was sincere and would accept our offer. His words- I know slick and that wasn't slick!"*

-Debra Gravelle CNE®

*"The CNE® designation enables me to provide my clients with premier representation."*

-Emmanuel Fonte CNE®

*"Once the public learns what additional skills and knowledge CNE® agents have, CNE® agents will be the most in-demand Realtors in their markets. This is an extremely valuable course with fantastic support materials."*

-David Hancock CNE®

