

NEGOTIATE THE DEAL

FIND COMMON GROUND FOR WIN-WIN AGREEMENTS

IGNITE POWER SESSION #10

Instructor Edition

In this chapter ...

- Negotiate to win
- Learn tactics and counter tactics
- Make it a win-win agreement
- Bulletproof your transactions

Instructor:

Timing: 3 hours

Take-aways of this chapter:

In this chapter we will cover best practices for negotiating, with an emphasis on striving for win-win agreements.

Participants will engage in exercises that challenge them to analyze scenarios and formulate questions and strategies for negotiations.

- 1. Learn the most common points of negotiation.*
- 2. Walk through the Three P's approach to the negotiation process.*
- 3. Practice planning strategies and crafting communications to customers and sales representatives during negotiations.*
- 4. Discover techniques for minimizing risk.*

IMPORTANT!

Daily Report Out – Instructor, it is important to the participants' success that you do this every class! It is essential to the participant's success to establish this habit and for you to hold them accountable.

- 1. Daily calls – every class will include Real Play calls*
- 2. Prepare to negotiate*
- 3. Nonverbal cues*
- 4. Practice positioning*
- 5. Negotiate this*

This Power Session focuses on negotiation. The next Power Session will focus on contract-to-close information. During this session, keep the class focused on negotiation skills. Bring the Common Negotiating Issues sheet to class with you for an activity.

Remember that the participant benefits from doing the actual work in class with your guidance and support! You are the hero who helps them achieve!

You will be showing and discussing one video in this Power Session. Have this loaded and ready to go.

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Today's Expectations

Cappers in Training

1. Learn negotiation tips.
2. Understand the most common points of negotiation.
3. Walk through the Three Ps approach to the negotiation process.
4. Identify negotiation tactics and counter tactics.

Ignite Faculty

To maximize your learning, your Ignite Faculty is committed to:

1. Show great role-model **videos** in class.
2. Devote the majority of time on **activities** in class.
3. Role model what it takes to be highly successful. Guide and support the Cappers in Training by holding them accountable to their **Daily 10/4** and prework **Mission**, and during the phone call activity make calls along with the class.

Instructor:
Quickly list what the expectations are for the day.

Cover this page thoroughly and make sure everyone knows what's expected and has completed all Mission work.

Remember there are expectations for you too! Help participants be successful!

Be sure to review the videos in the Mission prior to class.

Instructor:

Hold

*participants
accountable for
this work.*

*Ask questions
about the
Mission videos.*

*Ask for aha's on
how*

*technology,
specifically
eEdge can help
with*



Negotiating?

*Ask for Aha's
from doing the
Mission and
working on
their Daily
10/4.*

Action Reveal

There are three parts to the Action Reveal.

1. Review **Mission** assignments and get questions answered.
 - a. Answer questions about any videos watched.
 - b. Provide your aha's from the Mission.
2. Announce your **Daily 10/4** activity results from the day before class and review leaderboard standings. Celebrate successes!
3. Make **Real-Play** calls in class.

IGNITE		Complete this Mission prior to attending Ignite Power Session 10		Mission 10
DONE ✓	1. Daily 10/4 – develop your lead generation habit	<input type="checkbox"/>	Complete your Daily 10/4 daily!	
		<input type="checkbox"/>	Write notes on the homes you previewed and bring to class to share	
		<input type="checkbox"/>	Report out – be prepared to share your Daily 10/4 results in class	
DONE ✓	2. Extend your learning	<input type="checkbox"/>	Practice scripts with a partner	
DONE ✓	3. Prepare for Negotiations – watch a KW Master	<input type="checkbox"/>	Watch: <i>Negotiating</i> (27:30 mins)	
DONE ✓	4. Get Acquainted with Common Negotiation Issues – with scripted responses	<input type="checkbox"/>	Download from Ignite on KWConnect, the Script Book and specifically <i>Negotiation Scripts</i> . Study these scripts and be prepared to use them in class	
DONE ✓	5. Follow up – with previous Power Session	<input type="checkbox"/>	Complete activities from the Action Plan in the previous Power Session	
DONE ✓	6. Grow your database – with your current contacts	<input type="checkbox"/>	Bring your prepared contact list and your laptop/tablet to the next Ignite class	
<small>*Access videos from KWConnect.com. Ignite. Need help? Contact your Technology Coordinator or Tech Ambassador in your Market Center, or email support@kw.com.</small>				
				

Report Out – Daily 10/4

Note: For help using myTracker, refer to instructions on the back of your Mission page.

Report on Your Daily 10/4 Activities

Keep track of yourself and your fellow Cappers in Training and cheer their successes!

Capper in Training	10 Contacts Added	10 Connections	10 Notes	Homes Previewed
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11. Instructor				
12. Have participants report on the Daily 10/4. This is to be done EVERY class!				
13. 1. Participants should have entered their activities into the electronic myTracker — show the leaderboard results in the classroom (on a projector if you have one.)				
14. 2. In addition, have each participant either fill in his/her numbers or you can fill the				
15. numbers on a white board or flip chart that is displayed in the classroom.				
Techniques such as competitions will promote productivity and comradery in the classroom—refer to your Ignite Instructor Tools for ideas and inspiration.				

Your Turn – Lead Generate for Business

Instructor:

Remind participants that Real-Play is a money-making activity done in the classroom with the support and guidance of you and fellow participants.

Remind them that you are serious about them being successful in this business!

Daily 10/4 Real-Play

1. Begin by saying an affirming message out loud.
“I tune into the needs of those I’m calling and find solutions that work!”
2. Get your phone and your list of contacts developed in your Mission. Use scripts for Mets from Power Sessions 2 and 3.
 - Goal #1: Call for 20 minutes and make **contact** with as many people as possible.
 - Goal #2: Always ask for **referrals** from each contact and offer your App.
 - Goal #3: Secure an **appointment**.
3. Record your results below.

Results				
Name	Phone Number	App	Referral Name	Result of Call
1.				
2.				
3.				
4.				
5.				
6.				
7.				

4. Write a note to two – three people you called to thank them for their time.

Time: 20 minutes

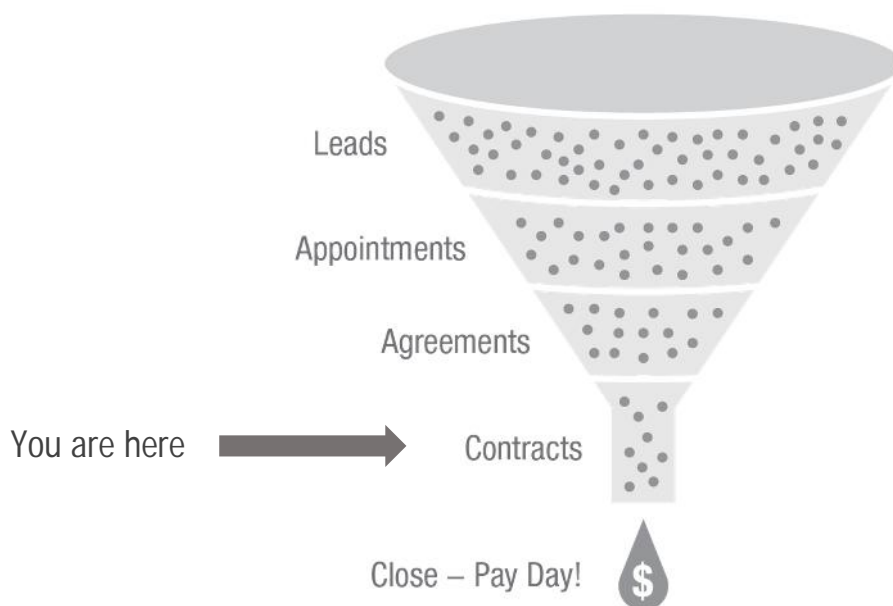
Get Your Head in the Game

Negotiations are an integral part of most real estate transactions. In fact, most buyers and sellers, feel that negotiation skills is one of the most important characteristics of their sales representative.

As with the offer process, negotiation is a pivotal point—it can literally be the deal-maker or the deal-breaker. Negotiations can actually happen twice during this contract process:

1. During the offer phase, with the goal of getting a contract
2. During the option period (while under contract), with the goal of closing the contract

After investing so much time and energy to move a lead all the way to an agreement and then to a sales contract, do not let a deal fall through now! Your ability to negotiate will directly influence your rate of contracts that close.



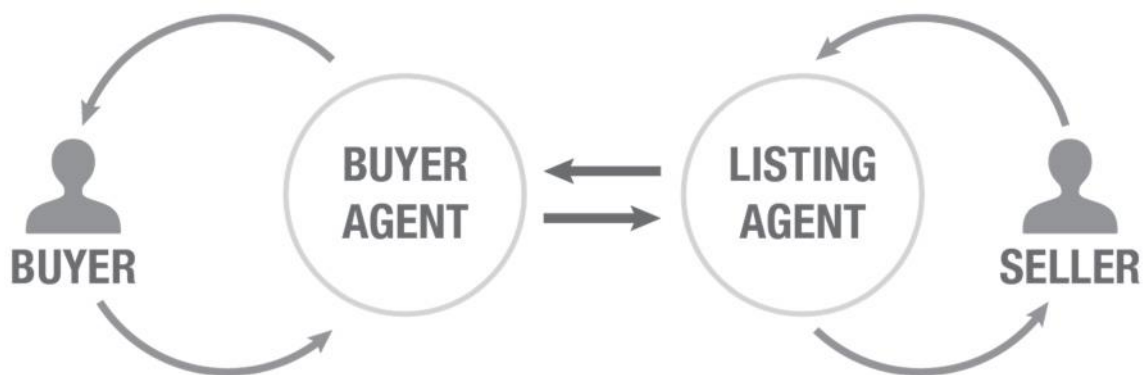
Make It Happen – Negotiation

You may not realize it, but you are almost always negotiating.

When there is something that you want—that new car for the price you want to pay, for your friend to see your point of view in an argument, or for your child to do the dishes—the truth is that whatever you want is often owned or controlled by someone else. The way to get what you want is through negotiation.



In real estate, negotiations occur between sales representatives and between sales representatives and their clients.



Instructor:

Now for a fun, lively activity!

Ask everyone to get ready for Common Negotiating Issues!

Call on participants one at a time and throw them a common negotiating issue (download the Mission assignment so you have them). Participants should be prepared to respond. Allow them to use their notes if they need them or ask a classmate. Ask for aha's from this activity. (5–10 mins)

Video

Watch a Master: Negotiating



- Watch the video “**Negotiating.**” With Josh Anderson (2:57 mins)
- What are your Ahas?

Time: 10 minutes

Instructor:

After showing the videos, ask:

Can negotiations be learned?

Yes!

What were some tips Josh offered?

- *Ask a lot of question from clients and the co-op sales representatives.*
- *Keep asking questions!*
- *Listen!*
- *Be creative to close the deal.*
- *Use an escalation clause.*
- *Consult and advise your client.*
- *Learn from other KW sales representatives!*
- *Do lots of deals and learn from them!*

Instructor:

Find this video online on

Ignite on KWConnect, under

Instructor Resources for this Power Session.

Play the video and ask for aha's.

Negotiating Tips

Instructor:

Review the negotiation tips with the participants. Add any other tips you many have. Also ask the participants if they have any additional tips.

Keep the following tips in mind as you work toward mastery in negotiation.

- Above all else, **be professional**.
- Remember your **goal—a signed contract**. This is what you're driving toward, and it's what both sales representatives and their clients have in mind.
- Control what you say to anyone involved in the transaction. If you create anxiety in your client or other parties, you are reducing their leverage in negotiations.
- Continually **refer back to motivation**. Remind your client why they want to buy or sell, and help them reevaluate their request if they are becoming unreasonable.
- Don't reveal too much. **Listen more than talk**. Keep your client's motivation close to your chest.
- **Don't be attached to the outcome**. You'll do hundreds or thousands of transactions in your career, and there is no way you can get everything you and your clients want all the time. Don't let it affect your mindset if a deal doesn't go through or if your client doesn't act on your recommendation. Find a different win for your client
- _____
- _____
- _____

Common Points of Negotiation

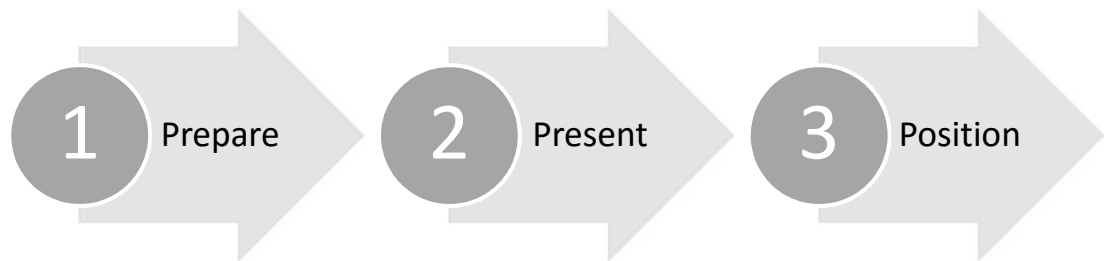
During the negotiation process, price and terms are common points of negotiation.

1. **Price:** While the sales price is the primary factor in negotiations, it is not necessarily the bottom line. In a situation where a seller receives multiple offers at the same price, it is the terms of those offers, in addition to the buyer's financial position, that will determine which one wins.
2. **Terms:** The terms of an offer may be financial or time-based, or both. When the buyer and seller can't agree on a sales price, the following five offer terms come into play.
 - **Day of Completion costs:** Traditionally paid by the buyer, Day of Completion costs are in addition to the purchase price. Securing the cash to pay these expenses can be difficult for some, especially for first-time home buyers; therefore, the seller may be asked to pay a portion of the Day of Completion costs. When you represent a seller, make your client aware that it's common for buyers to ask for part of the Day of Completion costs to be covered by them and what their options are.
 - **Day of Completion date:** When the seller has a very specific time frame for moving, the buyer has the upper hand and can leverage this by being more flexible with the Day of Completion date and less flexible with the offer price.
 - **Conveyances:** While conveyances are defined by a locality's Board of Realtors, the general rule of thumb is that attached fixtures stay with the home and non-realty items (personal property) go with the seller. In negotiations, a buyer may request that certain personal property items stay with the home, such as furniture, window treatments, or a refrigerator.
 - **Earnest money and option fee:** It is in the seller's best interest for the buyer to put as much into escrow as possible, as soon as possible. While a locality's Board of Realtors has a standard practice for when earnest money (and option fee, where applicable) is deposited, the amount is often negotiated.
 - **Repairs:** Most offers are contingent on the outcome of the home inspection and necessary repairs. Depending on the complexity of the repairs, buyers may ask the seller to make the repairs prior to Day of Completion (subject to a follow-up inspection), deduct the repair costs from the sales price, or pay a lump sum at Day of Completion to cover the costs.

Instructor:
Review the negotiation points with the participants. What experience have you had negotiating any of these points?

Three Ps Approach

Negotiation is a skill that can be learned and perfected with experience. The best practice for negotiating and bringing the buyer and seller together is the Three Ps approach.



1. Prepare

Preparation is the key to building confidence and ensuring a smooth negotiation process.

- **Know your goal.**

Have a clear goal of reaching a win-win agreement in which both the buyer and seller are satisfied with the outcome of the negotiation. Remind your client of their motivation for moving or buying the house, and that when the contract closes, they'll be able to move on with their lives.

- **Know your client.**

Make sure you fully understand your client's goals. Learn the areas in which they are willing to negotiate and where they will stand firm.

- **Think ahead.**

Anticipate what the other party wants out of the negotiation. Write down how you think they may counter the offer and how you plan to handle it.

- **Set clear expectations.**

Prior to meeting with the other party, set clear and realistic expectations with your client and then under-promise and over-deliver. Stress the importance of moving quickly to create a sense of urgency. Part of setting clear expectations with your client is being clear that win-lose agreements are likely to be rejected by the other side. To set yourself up for success, make it win-win.

(continued on next page)

- **Be informed.**

Before making an offer or counteroffer it's good practice to speak with two other sales representatives. Ask open-ended questions and use active listening to find out as much as you can about the other party and their sales representative. This helps you know with whom you are negotiating, on what points you will negotiate, and where you and your client have leverage.

- **Obey the laws.**

Every state and locality has its own set of laws that regulates zoning, mortgage qualification, and other real estate matters. Stay current on your local regulations and stay out of court!

- **Know the documents inside and out.**

Become familiar with your local Board of Realtors' governing forms. Take the time needed to understand the form templates and what belongs in each field.

Instructor: Your Turn – Prepare to Negotiate

Allow

participants 10

minutes to

study the
scenario and

write their
questions.

Spend another
5 minutes

asking

participants to
share their

questions with
the class.

The point of
the activity is to
have the
participants
formulate
questions that
will help them
prepare to
negotiate with

the seller sales
representatives.

Be Clear on Your Client's Expectations for the Negotiations

1. Read the scenario below.
2. Identify the key areas in which you need more information or certainty before you could confidently negotiate on your client's behalf.
3. Write three specific questions you would ask your client in the space provided below.

Scenario

You are representing a single buyer. Your client is renting her present property. Like any first-time buyer, she is looking to you to guide her through the process. The asking price for the home she really loves is \$175,000. The house appears to have evidence of a roof leak, is listed "as is," and is correctly priced. Your client would like to keep her payments as low as possible since she still has a number of student loans to pay off. She wants to write an offer for \$155,000. There has been quite a bit of activity on the listing.

Questions to Ask Your Client:

1. What is it about this house that make it your favorite?
2. What is the possibility of you paying for the repair and we stay at your asking price of \$155,000?
3. ~~What if the seller counters with a full offer to fix the roof, or counters with no repair at all?~~

Time: 15 minutes

Aha's from Activity

- _____
- _____

2. Present

Move into the negotiation process by presenting your current offer to the co-op sales representative and listening to the response.

- **Call the other sales representative** to let them know the offer or counteroffer is coming, then invite them into the buying loop in eEdge where they will be able to view the offer contract.
- **Pay attention to nonverbal cues.** While it is not always possible or practical to make your presentation in person, a face-to-face meeting allows you to analyze body language and facial expressions. Otherwise, present your offer by phone and listen for verbal cues.
- **Keep quiet once you present an offer.** Sometimes, letting the other person do most of the talking is the most powerful negotiation technique because of what they will reveal.
- **Listen carefully to what is important to the other party.** Write down what they say to demonstrate that you are taking them seriously, and then move on.
- **Stay calm and relaxed.** Either party may have a strong emotional reaction to the price or other terms of the offer. Be a calming influence until they are able to see the situation rationally again. Remember—you are there as a representative for your client. Keep your emotions out of it.
- **Focus on the customer's needs.** Isolate the objections of both sides and offer solutions that will satisfy the other party while still meeting your client's core needs.
- **Give your offer the best chance.** Be confident and committed to your offer as you present it. Avoid indicating to the other side if you believe it is a less-than-great offer for them.

Remember the Keller Williams belief, "Win-Win or No Deal."

Instructor:

Your Turn – Nonverbal Cues

In this activity, participants

will list examples of positive and negative nonverbal cues they might pick up during discussions with a sales representative or client.

Ask for volunteers to list some of the nonverbal cues they came up with. Be prepared to give some examples. Ask for aha's.

Present the Offer and Catch Nonverbal Cues

In the time allotted, write down as many nonverbal cues (body language, tone of voice, or rate of speech) as possible that suggest the negotiation is going in a positive or negative direction.

	Positive	Negative
Face-to-Face	<i>Open gestures (nodding, sitting back, open palms); these may indicate agreement, understanding, or interest</i>	<i>Closed gestures (crossed arms, lack of eye contact); these may indicate lack of interest or disagreement</i>
On the Phone	<i>Upbeat, emphatic, varied tones, and a swift pace of speech</i>	<i>A monotone, flat voice, a loud tone, and an abrupt or especially slow speed</i>

Time: 10 minutes

Aha's from Activity

- _____
- _____

Identify Tactics and Use Counter Tactics

In negotiating, your clients and/or sales representatives may use certain methods or “tactics” in an attempt to manipulate the negotiation.

Because these tactics are generally predictable, you can learn to quickly and accurately identify them when they are being used on you. Additionally, you can respond with the appropriate “counter tactic” with a high probability of accurately predicting how your response will be taken.

Following are three of the most common tactics used in negotiations and counter tactics to use in response.

Instructor:
Discuss with the participants how to first recognize which tactic is being used on them, and then how to use counter tactics. Tell the participants how you use counter tactics in your negotiations.

Tactic	Action	Counter Tactic
Nibbling	Once your client has agreed upon one major concession, the other party will start “nibbling” for additional smaller concessions.	<i>Stop nibbling from happening to you by nibbling back! Ask for a concession in return before agreeing to any further concessions.</i>
Hot Potato	The other party tries to pass a problem onto you. For example, the co-op sales representative tries to pass all Day of Completion costs to your client because their client “can’t afford them.”	<i>Throw it back! Test the validity; find out if the problem is real. Has the party with the problem exhausted every possible solution?</i>
Good Guy / Bad Guy	Two people working together (e.g., a husband and wife) will take on opposing roles—one appears friendly and considerate while the other behaves in a difficult or aggressive manner. Think of the typical car salesperson (good guy) who says his manager (bad guy) won’t let him reduce the price any further.	<i>Call them on their game! You can even say, “Come on, you’re not going to play good guy/bad guy, are you?” If it continues, then attribute what the bad guy says to the good guy, since they are a tag team anyway. This likely will diffuse the tactic because you now have two “bad guys.”</i>

3. Position

Instructor:

Discuss how you position your negotiations.

Give examples of situations when you have had to walk away from the table. What was the outcome?

Positioning is moving both parties closer to each other until you have full agreement.

- **Acknowledge and affirm the common ground**—where the buyer and seller are in agreement and are at the same position. Then, identify which positions may be easily adjusted and which are set in stone.
- **Ask “what” and “how” questions** to better understand the other party’s values and why certain things are important to them.

For example, say you represent a seller who wants to close in thirty days. If a buyer wants to close within sixty days, ask your client:

“Mr./Ms. Seller, you are requesting a thirty-day Day of Completion. What is important about Day of Completion in thirty days?”

If your client becomes defensive, you would explain:

“My goal is to let the buyer know why this point is important to you.”

Understanding what is important to the other party allows you to prioritize and address their issues in order of importance.

- **Positioning is a process** and sometimes requires you to come back to the negotiating table more than once. Sometimes several counteroffers will be necessary to negotiate an acceptance.
- **Know when to walk away.** Sometimes the other side may refuse to give your client the win they need despite your efforts. Knowing when and how to walk away can not only save your client from a win-lose deal, but it can sometimes jolt an unreasonable party into a concession for fear of losing the deal. The key is to walk away without burning bridges.

Your Turn – Positioning

Practice Positioning

1. Choose a partner. One person will play the buyer sales representative and the other will play the listing sales representative.
2. Take a few minutes to review the scenario and information under your role.
3. Using what you've learned so far in this session, take 1–2 minutes to **prepare** for negotiation.
4. **Present** your case to your partner and practice **positioning**. Go back and forth two times, both aiming to arrive at a win-win agreement.

Scenario

The property has 4 bedrooms, 3.5 baths, and is listed at \$350,000 in a well-established neighbourhood. The house requires new carpeting throughout the first floor and a new garage door opener. Three offers have been made, but all were below the asking price.

Buyer Sales Representative Role

Your buyers are making an offer of \$340,000 for the house. They have been preapproved. The buyers would like to close in the shortest time possible since they are moving from out of state and need a home for their family. Since they are leaving their appliances in their current home, the buyers would also like all of the appliances to be included.

Listing Sales Representative Role

Your sellers have raised their family in the house you are selling and have many friends and family in the area. Since their children are now grown, they no longer need the amount of space their current home provides and have purchased a home in Florida. They would like to give all appliances to their daughter, who has just gone through a divorce. They will not be moving until they have sold their current house, and although they would like to get to Florida as soon as possible, they are ready to stand their ground regarding the price.

Aha's from Activity

Time: 15 minutes

Instructor:

Allow

participants

10 minutes to complete the

activity with

their partners.

Spend another 5 minutes

asking

participants to

share which

strategies

they used,

and how

successful

they believe

they were.

After

participants

have shared

their

solutions,

share your

solutions not

already

mentioned.

Finally, ask for

aha's from

this activity.

Instructor:*Allow**participants**20 minutes to**complete the**activity with**their partners.**Spend another**10 minutes**asking**participants to**share which**strategies**they used,**and how**successful**they believe**they were.**Tell the**participants**how you**would handle**the**negotiations**from both the**buyer sales**representative**and seller**sales**representative**sides.**Ask for aha's.*

Your Turn – Negotiate a Counteroffer

Negotiate This!

Put what you have learned to the test.

1. Choose a different partner from the previous activity. One person will play the buyer sales representative and the other will play the listing sales representative.
2. Take a few minutes to review the scenario and information under your role.
3. Using what you've learned in this session, take 1–2 minutes to **prepare** for negotiation of a counteroffer.
4. **Present** your case to your partner and practice **positioning**. Go back and forth two times, both aiming to arrive at a win-win agreement.

Buyer Sales Representative Scenario

Your client has found the house they love and it's in the neighbourhood they want. It is at the top of their price range and does need some work updating the kitchen and master bathroom. Your client makes an offer on the property and the seller's sales representative says, "I must warn you that we have gotten several offers, and your offer is pretty low."

Listing Sales Representative Scenario

Your sellers need to move within 45 days due to a job transfer. You feel that you have priced the house competitively. You are aware the house needs updating, but the sellers don't see the need because the house was just fine for them. There have been multiple offers (the other offers are still standing, but the timing may not work for the seller) and the latest offer is lower than the asking price. You have let the buyer's sales representative know, "I must warn you that we have gotten several offers, and your offer is pretty low."

Time: 30 minutes

Aha's from Activity

■ _____

■ _____

Putting It All Together

1. **Action Plan**
2. **Prepare for Your Next Class**
3. **Recall and Remember**

Action Plan

Action	Completed / Due Date
Attend negotiation training classes at your Market Centre, Region, or Family Reunion.	
Practice negotiation tactics and counter tactics with a partner.	
Practice all scripts with your partner.	
Prepare for next class. Download pre-work.	
Continue with your Daily 10/4.	

Bring your phone, laptop/tablet, and database to every class.

Instructor:
Ensure that participants access their next Mission and work on it between classroom days. Stress the importance of this time well spent!

Prepare for Your Next Class

Prepare for your next class by completing the Mission prior to the next scheduled Ignite Power Session.


Download your **Mission** for the next class from Ignite on KWConnect.

• IGNITE		Complete this Mission prior to attending Ignite Power Session 11		• Mission 11	
1.	Daily 10/4 — develop your lead-generation habits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Complete your Daily 10/4 daily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Write notes on the homes you previewed and bring to class to share	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Report out — be prepared to share your Daily 10/4 results in class	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Bring a supply of notecards, business cards, and stamps for handwritten notes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Extend your learning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Practice scripts with a partner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	Prepare for contract to close — learn from others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Interview one or two agents in your Market Center and ask about their contract-to-close successes and best tips, and be prepared to share in class	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Follow-up — with previous Power Session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Complete activities from the Action Plan in the previous Power Session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	Grow your database — with your current contacts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Bring your prepared contact list and your laptop/tablet to the next Ignite class	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Access videos from KWUConnect.com, Ignite. Need help? Contact your Technology Coordinator or Tech Ambassador in your Market Center, or email support@kw.com.

Page Break

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Your Turn – Prepare

Targeted Prospecting

Every day in class you will be making calls to specific targeted groups. We will follow the three-step process each time.

1. **Prepare** – Create your call list for the next class.
2. **Take Action** – Real Play calls will be made in the next class.
3. **Maintain** – Notes will be written to all those you call in class.

Prepare Your List

For your next class, you will focus on **people who live out of your area**—in other towns, states, and even countries! They may know of someone moving to or living in your area and can give you referrals. Also, they may know of someone moving in their area and you can refer them to a great KW sales representative there and gain a referral fee!

Instructor:
Have participants write down names and phone numbers. Tell them to complete this list and be prepared to call these people next class!

Industry	Name(s) and Phone Number(s)

Instructor:

*Allow time for
Cappers in
Training to
complete this
Recall sheet.
Ask for their
answers
before
supplying the
correct ones.*

Recall and Remember

When do the two possible occurrences of negotiation happen during the contract process?

- *During the offer phase, with the goal of getting a contract*
- *During the option period (while under contract), with the goal of closing the contract*

Name some common points of negotiation.

Price, terms, Day of Completion costs, Day of Completion date, conveyances, earnest money and option fee, repairs.

What are the components of the Three Ps Approach?

Prepare, Present, Position.

How do you combat the "nibbling" tactic?

Stop nibbling from happening to you by nibbling back! Ask for a concession in return before agreeing to any further concessions.

How many contacts in your KW eEdge database by the end of Ignite? *200 new + your*

How many contacts do you have today? *Fast approaching 200! existing*

From Aha's to Achievement

AHA'S

Instructor:

Have participants fill in their aha's individually, or brainstorm as a group

What are your aha's?

BEHAVIORS

Instructor:

*Ask: How will you translate your aha's into concrete changes in your behaviors? Example: **Aha**—I need to practice my scripts. **Behavior Change**—find a script partner and schedule time.*

What behaviors do you intend to change?

TOOLS

Instructor:

Tell: List out the tools you will use to achieve real behavior change.

Example: accountability tool, timeblocking on calendar.

What tools will you use?

ACCOUNTABILITY

Instructor:

Tell: Evaluate what kind of accountability will sustain your behavior change.

Is this an accountability partner? Mentor? MyTracker? Be realistic. The best

accountability system is the one you will use.

What does accountability for this look like?

ACHIEVEMENT

Instructor:

Tell: Think of the results you want to achieve. What are you doing to get there? What do you have? What will you do?

What will you achieve?

Enhance Your Learning

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Scripts

Handle your buyer's request for inclusion of seller's personal items

I'd be more than happy to write that into the contract for you. I feel when you start involving people's personal property it becomes more emotional. When you're asking for their antiques and their furniture, it's different than asking for their refrigerator or their washer and dryer. I don't like to get involved in personal property. If those are items that you want, let me call the other sales representative and see if the sellers are even willing to part with the items before we actually put it in the contract. If the other sales representative says, "They might consider including the items for the right price," then we can throw it in there. How do you feel about that?

Clarify the inspection report for your buyer

I understand you are a little concerned about the inspection report. I recommend that we negotiate for a dollar amount so we can be in control of who addresses these issues. We need to focus on the big items — heating, air-conditioning, and the roof—discover what amount of money we'll need to accomplish these repairs, and counter that amount back to the seller. If there are really big issues, it may be that we do need to walk away, but you shouldn't be alarmed just because the list is long. The seller is required by the Real Estate Commission to point out all items. But we'll have to determine whether the items will affect the house long-term for you.

When your buyer wants the seller to make nonessential repairs

I understand this is important to you. In my experience, repairing this item typically costs about \$700. While that's not inconsequential, is it worth losing this house? All things being equal, if the seller had a competitive offer for exactly \$700 more and gave you the chance to match that offer in order to keep the house, wouldn't you want to match that offer?

Recommend that your seller counter a low offer

I pulled up the information on what has sold in your price range since I put your house on the market. Ten (*insert correct number for your scenario*) houses have sold since then. Obviously, your house was not what these people were looking for; we didn't create enough value for your property compared to what they bought. But we have an offer on the table now. It may not be exactly what you hoped for starting out, but let me go over the information with you. There are offers that will come in low. Often, the buyers are making an offer based on the advice of a friend or relative. We're not going to turn them away because they've made this low offer. We know that they really like your house or they wouldn't have made it. We have the opportunity to sell your house if we can negotiate to the price that you need. We're going to make a counteroffer back to them, in writing—one that will reflect the price that you would like. We've already seen the price that they would like to pay. I recommend that we counteroffer and try to get them up to the price that you would like. What's the bottom-line price you would consider? Then let's leave some negotiating room above your number. Most counters go back and forth 2–4 times.

Prepare your seller to negotiate high-cost repairs

We've received a repair request. The buyers have had a structural engineer take a look at the house, and the engineer is recommending that eight piers be put underneath the home. What I know from my experience is that piers cost approximately \$XXX apiece. I can recommend to you some people who can give you bids within the next several days, then we can get back to the buyer within their option period to let them know whether you think this is something you can take care of. And then we can get this house sold. We don't have to listen to the structural engineer, but the fact that we have a structural engineer report means that it has to go with the seller's disclosure. If you decide not to put in any piers, perhaps you'll want to get your own structural engineer out there and get his opinion. Then if we can compromise with the two structural engineers' recommendations, we can call the buyer back and try to negotiate this—maybe you pay half and they pay half. Somehow, try to work this out with the buyer. If this contract does terminate, then you must amend your seller's disclosure because now you have a report in hand stating that you are aware of foundation issues. This will have to go to any potential buyers from here on out.

Counsel your seller when the buyer requests personal items

You know, the buyer in this offer is asking that you leave that stove that you're kind of attached to, and that light fixture in the dining area. I know those are items you'd like to take with you when you leave. Are you willing to replace that light fixture in the dining room? We could put something else up there that is a comparable light fixture, or give the buyer a credit back for that. Let me go back to them and tell them you really want to keep those pieces of personal property, and see if we might keep this deal together that way.

Ignite Correction/Suggestion Log

Your Name: _____ Market Centre: _____ Date: _____

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Scan and email any course corrections or suggestions to kwuhelp@kw.com.

Or Mail to:

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